

# Government War Advertising



## *Report* of the Division of Advertising COMMITTEE ON PUBLIC INFORMATION

1918

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# Government War Advertising



*Report*  
of the Division of Advertising  
COMMITTEE ON PUBLIC INFORMATION

1918

*This copy is inscribed  
to*

*whose patriotic contribution of space or services  
has helped to win the war  
through advertising*





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## *Executive Order—January 20, 1918*

“I hereby create, under the jurisdiction of the Committee on Public Information, heretofore established by Executive order of April 14, 1917, a Division of Advertising for the purpose of receiving and directing through the proper channels the generous offers of the Advertising forces of the Nation to support the effort of the Government to inform public opinion properly and adequately.”

WOODROW WILSON

### COMMITTEE ON PUBLIC INFORMATION

GEORGE CREEL, *Chairman*

THE SECRETARY OF STATE

THE SECRETARY OF WAR

THE SECRETARY OF THE NAVY

NATIONAL OFFICES

8 Jackson Place

Washington, D. C.

### DIVISION OF ADVERTISING

WILLIAM H. JOHNS, *Chairman*

#### DIRECTORS

Thomas Cusack

W. C. D'Arcy

O. C. Harn

Herbert S. Houston

William H. Johns

L. B. Jones

Jesse H. Neal

EXECUTIVE OFFICES

Metropolitan Tower

New York

CLARENCE A. HOPE

*Executive Secretary*

# *Report*

## of the Division of Advertising

### Committee on Public Information

New York, November 27th, 1918.

HONORABLE GEORGE CREEL, Chairman,  
Committee on Public Information,  
Washington, D. C.

Sir:

**T**HE DIVISION OF ADVERTISING, which was established as part of your committee by the Executive order of the President, January 20, 1918, addresses to you this final accounting of its work. To understand this labor—what were its opportunities, its limitations, and its accomplishments—it is necessary to begin with the President's order of January 20th, which reads as follows:

EXECUTIVE ORDER—January 20, 1918.

"I hereby create, under the jurisdiction of the Committee on Public Information, heretofore established by Executive order of April 14, 1917, a Division of Advertising for the purpose of receiving and directing through the proper channels the generous offers of the Advertising forces of the Nation to support the effort of the Government to inform public opinion properly and adequately."

WOODROW WILSON.

The two fundamental words in the order, indicating the Division's duties, were "direct" and "offers." In other words, the Division's functions have been limited to the administering of donations. The material given by a generous, patriotic citizenry has been tremen-

dous in quantity and quality, so that we have not lacked the wherewithal to work.

The services the Division has been able to render, we believe, have been two-sided. On the one hand, the Government departments needing advertising help have been enabled to find space, counsel, copy and complete advertising service in one place; on the other hand, the advertising forces themselves, have been protected by the Division from improper demands upon them as well as from duplication of legitimate demands.

Both sides have been benefited also, we trust, by the fact that through the Division of Advertising a sane and proper conception of the place of advertising in accomplishing governmental purposes has been made available to those who had previously lacked the opportunity of investigating the subject. In other words, besides doing its daily work for winning the war, the members of the Division of Advertising have been able to bring the American public and the advertising world together in better understanding.

In taking up the details of our work, we consider it our first and most important duty to acknowledge the Government's debt of gratitude to the generous donors of advertising space and service which have made possible the work hereafter described. No mere recital, either in terms of agate lines or of dollars, can give an adequate picture of the value of these gifts to the common cause of winning the war, now so happily achieved. Something of the spirit which characterized

the offers would have to be added, and something, too, of the immeasurable results accomplished by these donations in bringing forcibly to our millions of citizens the necessary messages of the hour.

Inadequate as they are, however, the lists of contributions of space and service which have appeared in our previous reports are

hereby made a part of this final report and the only practical account which can be taken of the generosity of patriotic publishers, advertisers, advertising agents, artists, copy-writers and printers who either purchased something with money and gave it or else gave freely of their source of revenue, which is the equivalent of money.

## Donations of Space

EXAMINATION of the list of donations will show that about 800 publishers of monthly and weekly periodicals gave space, worth \$159,275.64 per month for the duration of the war and this was being increased monthly when the armistice suddenly terminated the arrangement. On an annual basis this would have meant \$1,911,307.82, but as the contributions were "for the duration of the war," the total would have been far in excess of that figure had it been needed.

These included monthly and weekly magazines, business press, agricultural papers, theatre programs in all the leading cities, and miscellaneous publications. In addition, advertisers of merchandise purchased in various nationally circulated periodicals \$340,981.21 worth of space and turned this space over to the Division of Advertising to use for Government purposes. These were definite purchases for 1918, but indications had already been given that renewals would follow in 1919. Also much space in advertisers' own publications was devoted to Government work in a similar manner, but as such space is not sold, a mar-

ket value cannot be put upon it. Miscellaneous donations of space included window displays in stores throughout the country, space in merchants' local newspaper advertising, and local advertising through syndicated advertising service.

Figuring on a yearly basis, the donation of space only has totaled approximately \$2,-250,000. Of this, as figures given later will show, only about \$1,594,000 was used, owing to the sudden cessation of our activities.

We are unable to include in our reported figures, though it has been of great value, outdoor advertising in both poster and painted signs, which has been extensively used by various Government departments to secure recruits for the army and navy, to call attention to the necessity of conserving food, to promote the sale of Liberty Bonds and War Savings Stamps, and in the Red Cross and United War Fund Drives.

In many of these campaigns the Division of Advertising has contributed its services and has received the fullest co-operation from the outdoor advertising interests.

## Donations of Service

AT THE VERY TOP of the list of those who gave freely of their time and of the services of their expert employees stand the advertising agents of the country. Their services were offered without reserve and were

made effective by means of the war service committee of the association. Not only were no fees charged for the writing of the copy which has been used by the Division with such success in the various campaigns, but

the layouts, "roughs" and in some cases the finished illustrations themselves were furnished to the Government without price. The best men in each of these organizations were always available, even the proprietors themselves, and frequently night work was resorted to in the filling of rush orders.

The Division of Pictorial Publicity of the Committee on Public Information, though a sister division and doing most of its work independently of our division, holds a high place among the factors which made the work of the Division of Advertising effective. To the artists' organization we looked largely for the illustration of the periodical advertisements as well as for such posters as were furnished through our division. The gifted pencils and brushes of America's foremost artists were enthusiastically offered us and as gratefully used. The organization created by Messrs. Charles Dana Gibson, F. DeSales Casey and H. Devitt Welsh, was so effective and so conveniently located that co-operation between the two divisions was practical and void of lost motion.

A notable gear in the Government's national advertising machine was the window display feature. This was made possible by the intelligent co-operation of the International Association of Display Men. This organization appointed a National War Service Committee on Window Displays, the chairman of which, Mr. C. J. Potter, took a desk in the New York offices of the Division of Advertising and not only turned over to the Division the entire window display resources of the Association in 600 cities, but directed the entire work of creating patriotic window displays throughout the country so that, timed to the minute, they supplemented our campaigns in the periodicals. The window display committee was instrumental in the building of 60,000 reported displays on various Government subjects, and probably hundreds more unreported.

Among the organizations co-operating with the Division by the appointment of war service committees were the following depart-

ments of the Associated Advertising Clubs of the World represented in the National Advertising Commission:

- Agricultural Publishers' Association
- American Association of Advertising Agents
- American Association of American Directory Publishers
- Associated Business Papers, Inc.
- Association of National Advertisers
- Church Advertising Department
- Community Advertising Department
- The Daily Newspaper Department
- Direct Mail Advertising Association
- Financial Advertisers' Association
- Graphic Arts Association
- National Association of Advertising Specialty Manufacturers
- National Association of Employing Lithographers
- National Association of Theatre Program Publishers
- Outdoor Advertising Association
- Periodical Publishers' Association
- Religious Press Department
- Screen Advertisers' Association

Three organizations outside the National Advertising Commission did similar work. These were the Association of Employing Printers, Association of College Publications, and the Technical Publicity Association.

The 164 local Advertising Clubs of the Associated Advertising Clubs of the World also appointed service committees and accomplished valuable results in giving the Division desirable contact for local Supplemental work.

On account of special grasp of the situation and effective co-operation, special acknowledgment should be made of the work of the war service committees of the Association of National Advertisers, American Association of Advertising Agents, Agricultural Publishers' Association, Associated Business Papers, College Publications, Direct Mail Advertising Association, Graphic Arts Association, National Association of Theatre Program Publishers, Periodical Publishers' Association, Technical Publicity Association and the Six Point League.

Also the patriotic and generous work of the

Association of Employing Printers of New York City should be especially noted. They responded to every call for type composition free of charge.

No account of the services of the Division would be complete without a tribute to the

great contribution of Harold A. Lehair. Serving on a Volunteer basis, he was the virtual production manager and gave practically all his time to directing the multitudinous details of the vast campaigns which the Division conducted.

## Method of Work

THE DIVISION OF ADVERTISING conceived itself as forming, with its co-operators, the Advertising Agents Association and the Division of Pictorial Publicity, a great service advertising agency and organized accordingly. Meeting with its clients, representatives of the various Government Departments, either in its New York offices in the Metropolitan Tower, or in Washington, counsel was given as to the best method of attacking the client's problem.

The Directors then planned the campaign, designated one agency or two, as the case demanded, to write the copy, had it illustrated by artists chosen by the Division of Pictorial Publicity, secured approval from the Governmental client, carefully selected the proper publications to carry the particular message in hand, and sent out the plates.

Publishers who donated space have frequently commented favorably upon the service given in this way by the Division. Comments of Government clients will be given in their proper place.

In carrying out this work the following staff was employed:

Charles Baken  
George W. Collins  
Marion Fisher  
Georgette Hallock  
Marie E. Hasselman  
Clarence A. Hope  
Ida F. Morio  
Louise W. Myers  
Alice Lillian Seixas

It is a pleasure to bear witness to the unusual efficiency of this staff and to the spirit of patriotic service which has marked its work. In particular we must tell you of the intelligent and effective management of the office by Clarence A. Hope, the Executive Secretary. His organizing and directing ability made possible the performance of a vast amount of detail with speed and accuracy. And every member of the staff has co-operated with him in a manner that has won our highest appreciation.

# "Get on the Job, Men!"

The Government is enrolling a reserve of 250,000 skilled workers for the Shipyards.

If you can handle a tool expertly—your name is wanted. Come—enroll today in the United States Shipyard Volunteers.

If selected, you will get good wages.

You will have a steady job—at work for which your special experience has fitted you.

The Government is spending millions to provide good houses for you.

You will be a War Worker.

Wear a Badge of Honor and have a Certificate—showing your readiness to do work just as vital, just as necessary as the man who goes in the trenches.

Enroll today—then stick to your job—you will be called later, when needed.

Do your bit—build a ship.

Go to the Nearest Enrollment Agent of the  
**Public Service Reserve**  
of the Department of Labor

If there is no Enrollment Agent near you, mail the coupon

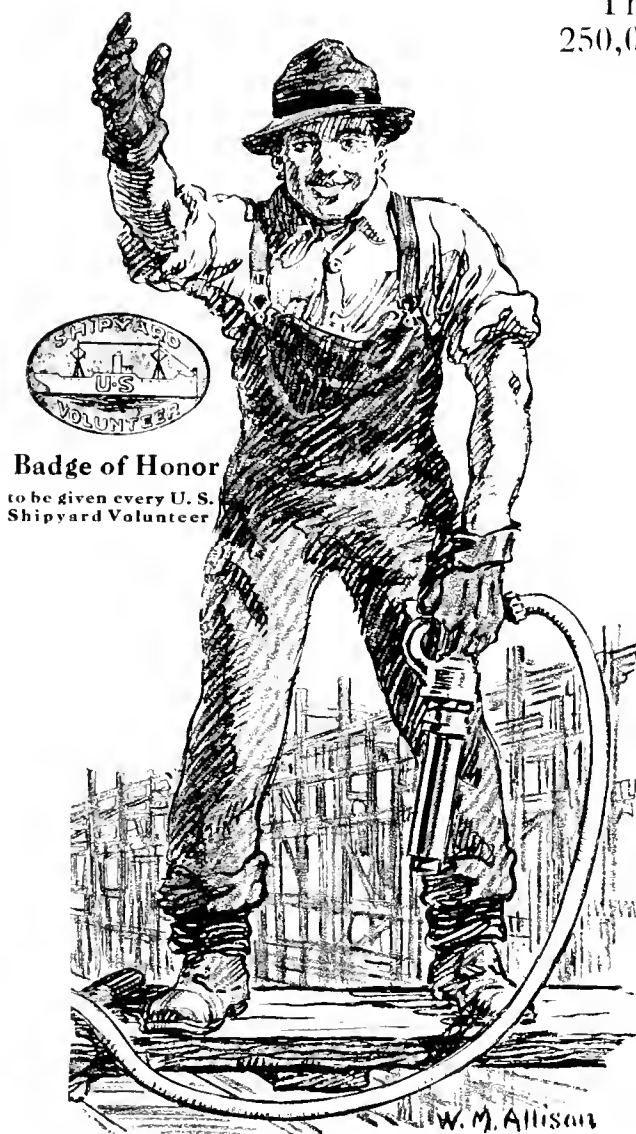
**EDWARD N. HURLEY, Chairman**  
U. S. Shipping Board, Washington, D. C.

Please send me full information about enrolling in the United States Shipyard Volunteers.

Name.....

Address.....

Trade.....



**Badge of Honor**  
to be given every U. S.  
Shipyard Volunteer

## U. S. Shipyard Volunteers

*This space contributed for the Winning of the War by  
through the Division of Advertising, U. S. Government Committee on Public Information.*



# The Advertising Campaigns

## U. S. Shipping Board

OUR first important work was to plan and prepare a campaign for the U. S. Shipping Board, to assist in obtaining through advertising, the desired two hundred and fifty thousand shipyard volunteers.

For this purpose the co-operation of the Associated Business Papers was secured. Some five hundred trade and business papers are members of this Association and a plan was worked out through which a very large number of these papers gave page and double-page editorials and articles relating to the need for shipyard volunteers.

These editorials and news articles contained coupons of enrollment, and they were followed by the insertion of 400,000 advertising inserts printed on both sides on post-card stock, reproducing a postage-free post-card requesting volunteers to fill in, sign and mail to Mr. Edward N. Hurley.

In support of the same object—the need for Shipyard Volunteers—space in publications donated to the winning of the war was assigned by this Division to the Shipping Board. A summary of this space with its value follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines*	36	7,759,084	\$16,085.40
Trade and Misc. Publications.	44	434,152	3,631.34
Totals	80	8,193,236	\$19,716.74

On March 1st we received a letter from Mr. Hurley from which we quote in part:

"I take this opportunity of complimenting you upon your excellent work and I believe that the appearance of this advertising will result in our securing the large number of men needed to complete the shipbuilding program. Please express my appreciation to all those who have contributed their time and efforts to this excellent publicity campaign.

Edward N. Hurley, *Chairman.*"

## Treasury Department

### *Third Liberty Loan*

WHEN the Secretary of the Treasury announced that the Third Liberty Loan would open for subscription April 6, 1918, commemorating the anniversary of our country's entrance in the war, The Division of Advertising immediately assigned such space to Liberty Loan advertising as could appear during the period of subscription.

Copy and schedules were submitted and approved by the authorities at Washington. Its distribution summarized follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines.	23	8,381,825	\$22,091.16
Farm Papers	67	6,814,782	23,849.51
Trade and Misc. Publications.	33	511,480	2,346.00
House Organs.	4	36,000	170.00
Outdoor Display.	2		3,500.00
Newspapers	16	163,012	762.50
College Papers.	32	65,200	874.50
Totals	177	15,972,299	\$53,593.67

It is to be noted that publications with national circulations go to press several weeks to two months in advance of publication. Owing to the late announcement as to the time of the Third Liberty Loan Subscription, a comparatively small percentage of space on our schedules could be used for that campaign.

### *"Keep Your Liberty Bond"* *Advertising*

The Treasury Department also requested the Division of Advertising to put out in the interest of the Government and of the public a campaign of caution and advice against selling Liberty Bonds indiscriminately. The importance of this campaign was apparent, and the Division of Advertising prepared

\*General Magazines" in the summarized schedules throughout this report is to be understood as referring to Monthlies, Semi-Monthlies and Weeklies, including Theatre Programs in the leading cities.



Will You Invest Your Money  
With Uncle Sam Now?

or

Let Germany Take it  
away From You Later?



**B**E practical. Look squarely at the facts. We will either invest our money with Uncle Sam now, at good interest rates, to help him win this war, or we will give it up later to pay Germany's war cost—and as much more as Germany chooses to collect. Invest in

# U. S. GOV'T BONDS Third Liberty Loan

*This space contributed to the Winning of the War by*

*through the Division of Advertising, U. S. Government Committee on Public Information.*



# I Am Public Opinion



All men fear me!

I declare that Uncle Sam shall not go to his knees to beg you to buy his bonds. That is no position for a fighting man. But if you have the money to buy, and do not buy, I will make this No Man's Land for you!

I will judge you not by an allegiance expressed in mere words.

I will judge you not by your mad cheers as our boys march away to whatever fate may have in store for them.

I will judge you not by the warmth of the tears you shed over the lists of the dead and the injured that come to us from time to time.

I will judge you not by your uncovered head and solemn mien as our maimed in battle return to our shores for loving care.

But, as wise as I am just, I will judge you by the material aid you give to the fighting men who are facing death that you may live and move and have your being in a world made safe.

I warn you—don't talk patriotism over here, unless your money is talking victory Over There.

*I am Public Opinion!*

*As I judge, all men stand or fall!*

## Buy U. S. Gov't Bonds Fourth Liberty Loan

Contributed through Division of  
Advertising



United States Gov't Comm. on Public  
Information

*This space contributed for the Winning of the War by*

copy which was duly approved and assigned.

Summary of schedule follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines.....	49	12,006,095	\$25,796.20
Farm Papers.....	92	13,367,506	30,977.89
Trade and Misc. Publications...	236	1,967,202	13,161.86
House Organs....	48	768,950	2,497.50
Newspapers.....	6	239,500	434.00
College Papers....	3	10,500	75.00
Totals.....	434	28,359,753	\$72,942.45

### *Fourth Liberty Loan*

In co-operation with the Treasury Department officials, copy was prepared by us, submitted and approved. This copy appeared during the period of the Loan, September 28th to October 19th.

This was the largest single campaign carried out for any Government war need by the Division of Advertising.

The summarized schedule follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines.....	167	46,082,728	\$134,552.29
Farm Papers....	153	13,277,729	35,360.95
Trade & Misc. Publications.	586	5,945,450	35,999.41
House Organs....	105	793,550	5,530.00
House Organs (posters)....	226	2,467,775	16,950.00
Newspapers....	76	980,363	3,254.70
College Papers.	111	352,250	3,691.48
Totals....	1424	69,899,845	\$235,338.83

It should be noted that this does not cover entirely the work of the Division of Advertising in the interest of the Fourth Liberty Loan, since much that we were able to accomplish cannot be so concretely stated.

For example, through the work of the National War Service Committee on Window Displays in 500 cities in 40,000 leading stores a most valuable but incalculable service was rendered the Fourth Liberty Loan through the display of Liberty Loan posters. Also through another co-operating committee—

the National War Service Committee on Direct Mail and House Organs who were furnished by the Division of Advertising with photographs of Liberty Loan posters and the posters themselves for the use of House organs published throughout the country. This service aggregated a circulation of over four millions in over 200 important house organs. Many of these house organs at their own expense republished posters in full colors on front or back covers and many others would have done this had time permitted.

The following letters have been received from L. B. Franklin, Director of the Loan, and Mr. Frank R. Wilson, Director of Publicity:

Sept. 12

"I wish to thank you for your letter of Sept. 11th advising me to the effect that total advertising space has been assigned of a value of over \$200,000. This is a splendid contribution to the Loan. I want to take this opportunity of expressing to you my appreciation for the splendid co-operation we have had from your division.

Yours sincerely,

L. B. Franklin,

*Director."*

Sept. 16th

"Please accept my thanks for your excellent co-operation. The figures showing the total value of this space which has been turned to the credit of the Liberty Loan are imposing. I am sure this publicity will be an important contribution to the success of the campaign. Again thanking you, I am,

Sincerely yours,

Frank R. Wilson,

*Director of Publicity."*

## War Savings Stamps

ADVERTISING space and services have been given regularly to sell War Savings Stamps, this being a continuous campaign. We were, however, notified late in May of President

Wilson's appointment of June 28th as National War Savings Stamp Day, and were informed that on or before that day all Americans would be expected to pledge their savings in as great a degree as possible, the effort being to obtain pledges for the entire two billion dollars called for this year.

This was short notice, but we were able to assign a considerable amount of space in mediums of national circulation, general weeklies, trade journals and farm papers published prior to June 28th.

We were also invited to co-operate with the Treasury officials in providing newspaper advertising copy to be sent all over the country. This copy was hurriedly prepared and sent out advertising the purpose of War Savings Day. We also sent to a large list of publications electrotypes of a coupon to be filled in, signed and sent to local postoffices. This was given very large circulation.

Mr. H. E. Benedict, Executive Secretary of the National War Savings Committee, wrote on June 7th.

We quote in part as follows:

"I want to tell you how grateful our Committee is for the help you have given us. It would have been practically impossible for us to have turned out the advertising for our June 28th campaign without the assistance of your Committee and, of course, we could have done nothing in getting space in national publications."

The summarized report follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines. . . . .	389	58,916,368	\$124,464.12
Farm Papers. . . . .	373	26,668,973	58,609.27
Trade & Misc. Publications	1059	8,555,523	46,128.49
House Organs	106	3,920,450	4,625.00
Outdoor Display. . . . .	3		3,050.00
Newspapers . . . . .	454	3,477,490	8,703.90
College Papers	30	91,700	1,042.51
Book Jackets.	116		7,700.00
Theatre Curtains. . . . .	75		1,500.00
Totals . . . . .	2605	101,630,504	\$255,823.29

## American Red Cross

### Second War Fund

MR. GEORGE S. FOWLER and Mr. Clarence D. Newall, in charge of publicity for this drive, conferred with us early in January last. We were asked to supply the copy, the illustrations and the space for the national advertising for the \$100,000,000 Red Cross War Drive. In connection with the Red Cross campaign there was prepared under our direction the idea, the drawing and the copy for that notable advertisement "The Greatest Mother in the World" which appeared in newspapers, magazines and posters with greater repetition and force than any other advertisement for any phase of Government endeavor since the war began. This idea and illustration is at the present time being used

continuously as a Red Cross symbol. A summary of space scheduled in the campaign follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines. . . . .	123	44,285,515	\$120,508.70
Farm Papers. . . . .	109	13,406,618	33,945.42
Trade and Misc. Publications.	255	2,484,767	18,426.37
House Organs. . . . .	25	694,000	1,702.50
Outdoor Display	2		2,000.00
Newspapers . . . . .	3	6,214	150.00
College Papers.	23	52,800	670.47
Totals . . . . .	540	60,629,914	\$177,403.46

Mr. H. P. Davison, Chairman of the Red Cross War Council, wrote to the Division under date of June 3rd as follows:

---

# Save the *Thoughtless* Dollars

*"I got the sweetest hat today. And, my dear, of course,  
I didn't really need it, but—"*

\* \* \* \*

*"What if it is only a few blocks? Here, taxi!"*

\* \* \* \*

*"I know I'd feel a lot better if I ate less, but I simply  
must have a big order of—"*

\* \* \* \*

Over there in the Picardy mud, pock-marked with significant craters and "plum-caked" with unspeakable things that once were men, our soldiers can't hear all that some of us are saying. Good that they can't, isn't it? It wouldn't make it any easier to stand firm against those blood-crazed, grey hordes who come on wave after wave because they believe their Kaiser is "God's anointed shepherd of the German people."

\* \* \* \*

It isn't that we Americans are a selfish people. We have simply been thoughtless.

Money is needed to win this war—let's give it. So far, we have been asked only to lend—to lend at a good round 4% interest. Turn your THOUGHTLESS dollars into War Savings Stamps.

NATIONAL WAR SAVINGS COMMITTEE,  
WASHINGTON

**W.S.S.**

WAR SAVINGS STAMPS  
ISSUED BY THE  
UNITED STATES  
GOVERNMENT



Contributed through Division of Advertising

United States Gov't, Comm. on Public Information

*This space contributed for the Winning of the War by*



# *The* GREATEST MOTHER *in the* WORLD

Stretching forth her hands to all in need; to Jew or Gentile, black or white; knowing no favorite, yet favoring all.

Ready and eager to comfort at a time when comfort is most needed. Helping the little home that's crushed beneath an iron hand by showing mercy in a healthy, human way; rebuilding it, in fact, with stone on stone; replenishing empty bins and empty cupboards; bringing warmth to hearts and hearths too long neglected.

Seeing all things with a mother's sixth sense that's blind to jealousy and meanness; seeing men

in their true light, as naughty children—snatching, biting, bitter—but with a hidden side that's quickest touched by mercy.

Reaching out her hands across the sea to No Man's Land; to cheer with warmer comforts thousands who must stand and wait in stench and crawling holes and water-soaked entrenchments where cold and wet bite deeper, so they write, than Boche steel or lead.

She's warming thousands, feeding thousands, healing thousands from her store; the Greatest Mother in the World—the RED CROSS.

***Every Dollar of a Red Cross War Fund goes to War Relief***

*This space Contributed for the Winning of the War by*

through Division of Advertising, United States Government Committee on Public Information

# Join



## *Make this a Red Cross Christmas*

AMERICA'S second war-time Christmas is almost here. Our thoughts, our interests, our hearts are not in the trivial things now—they are with the boys in France and our war-tried Allies.

Their thoughts, their interests, their hopes are in the Red Cross and the knowledge that it is ever present and ready to lend them aid most needed. Let our Christmas message to those loved ones be that we stand solidly

behind the American Red Cross—that there is full membership in every American home. No other word we can send will give them greater encouragement, or fortitude for that which must be accomplished.

*All you need is a heart and a dollar*

Red Cross Christmas Roll Call, December 16-23



Contributed through Division of Advertising

United States Gov't Comm. on Public Information

*This space contributed for the Winning of the War by*

“On behalf of the American Red Cross and all of us here at Headquarters may we express our appreciation and indebtedness most heartily for your splendid co-operation and practical support which you have given in the Second War Fund Campaign.

Our subscriptions went over the top by sixty-eight per cent, and this splendid achievement is due in no small part to the advertising in the magazines, farm press and trade papers which supplied space for publicity purposes through the Division of Advertising.

Your co-operation was invaluable to us, and we want you and all who aided us to know how warm our feelings are toward each and every one for the help which has been given to the Red Cross.

Very truly yours,  
Henry P. Davison,  
*Chairman Red Cross Council.*”

## Red Cross Christmas Roll Call

THE membership campaign of the American Red Cross has been set for December 16th to 23rd, and in the obtaining of universal membership which is the aim, advertising space in the month of December has been assigned for this drive. A series of advertisements have been prepared which will run in the interests of this campaign. Both advertisements and posters will again feature “The Greatest Mother in the World.”

Shortly before and during the week of December 16th to 23rd the National War Service Committee on Window Displays has arranged for effective window Displays of the posters. This work is to be carried on in 60,000 windows in 600 cities. In this campaign the services of the National War Service Committee on Direct Mail and House Organs are also being given. Posters and photographs of posters are being sent to 1,500 house organ publishers. A very large number of these publishers will reproduce the posters on their front covers, very many of them in color. The following summarizes the space in which this advertising will appear:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	176	35,204,923	\$ 90,121.20
Farm Papers . . . . .	163	13,625,816	39,882.95
Trade and Misc. Publications . . . . .	633	8,884,114	35,923.44
House Organs . . . . .	101	1,903,350	5,220.00
Newspapers . . . . .	57	382,638	2,157.00
College Papers . . . . .	92	280,129	3,147.50
Totals . . . . .	1222	60,280,970	\$176,452.09

Though this campaign has still to run, Mr. C. S. Clark, Executive Secretary of the Christmas Roll Call, has written under date of November 22nd,

“I want to tell you how amazed and delighted we were to have the report of your schedule to November 1st and to know what a wonderful amount of publicity we are receiving through your Division.”

# Committee on Public Information

TWO campaigns have been conducted over the signature of the Committee on Public Information—the first in the interest of the Committee’s own publications in promoting the distribution of booklets giving information

relating to the part of the United States in the war. The second and larger part was in the interest of the Morale Branch of the General Staff of the War Department. The summary of assigned space for these campaigns follows:





# Spies and Lies

German agents are everywhere, eager to gather scraps of news about our men, our ships, our munitions. It is still possible to get such information through to Germany, where thousands of these fragments—often individually harmless—are patiently pieced together into a whole which spells death to American soldiers and danger to American homes.

But while the enemy is most industrious in trying to collect information, and his systems elaborate, he is *not* superhuman—indeed he is often very stupid, and would fail to get what he wants were it not deliberately handed to him by the carelessness of loyal Americans.

Do not discuss in public, or with strangers, any news of troop and transport movements, of bits of gossip as to our military preparations, which come into your possession.

Do not permit your friends in service to tell you—or write you—"inside" facts about where they are, what they are doing and seeing.

Do not become a tool of the Hun by passing on the malicious, disheartening rumors which he so eagerly sows. Remember he asks no better service than to have you spread his lies of disasters to our soldiers and sailors, gross scandals in the Red Cross, cruelties, neglect and wholesale executions in our camps, drunkenness and vice in the Expeditionary Force, and other tales certain to disturb American patriots and to bring anxiety and grief to American parents.

And do not wait until you catch some one putting a bomb under a factory. Report the man who spreads pessimistic stories, divulges—or seeks—confidential military information, cries for peace, or belittles our efforts to win the war.

Send the names of such persons, even if they are in uniform, to the Department of Justice, Washington. Give all the details you can, with names of witnesses if possible—show the Hun that we can beat him at his own game of collecting scattered information and putting it to work. The fact that you made the report will not become public.

You are in contact with the enemy *today*, just as truly as if you faced him across No Man's Land. In your hands are two powerful weapons with which to meet him—discretion and vigilance. *Use them.*

## COMMITTEE ON PUBLIC INFORMATION

8 JACKSON PLACE, WASHINGTON, D. C.

*George Creel, Chairman  
The Secretary of State  
The Secretary of War  
The Secretary of the Navy*

*Contributed through Division of Advertising*



*United States Gov't Comm. on Public Information*

*This space contributed for the Winning of the War by*

*The Publisher of*

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	239	63,294,579	\$151,000.84
Farm Papers . . . . .	132	17,256,863	44,686.70
Trade and Misc. Papers . . . . .	297	2,966,061	17,639.70
House Organs . . . . .	73	728,050	3,980.00
Newspapers . . . . .	6	281,262	469.00
College Papers . . . . .	41	109,600	1,136.43
General Magazines (special) . . . . .	7	988,104	2,424.00
Totals . . . . .	795	85,624,519	\$221,336.67

Under date of November 13th, General E. L. Munson wrote us as follows:

"The Morale Branch wishes to extend its thanks and appreciation of the efforts of the Division in furthering the maintenance of high morale through advertising, and of the enthusiastic co-operation of the committee in the matter of preparing and placing advertisements.

E. L. Munson,  
Brigadier-General, General Staff,  
*Chief, Morale Branch.*"

## War Department

### Selective Draft Day September 12th

THE services of the Division of Advertising were placed at the disposal of the Provost Marshal General in obtaining registration on September 12th of thirteen million men, 18 to 45 years of age. The "Advertising Service Bulletin" and the "Selective Service Register," folders containing advertisements, were prepared by the Division of Advertising through the co-operation of its committees. The Advertising Bulletin furnished newspapers and advertisers with officially approved copy in both editorial and advertising form ready to run. This material was extensively used throughout the country by newspapers and by advertisers in their local advertising. The Selective Service Register contained officially signed messages as to the duty of registration from President Wilson, Secretary Baker, General Crowder, Secretary Daniels and General March, and was published to help 13,000,000 men to know how, when and where to register. It contained poster of notification of registration and explicit directions of how to answer questions on registration card. Also instructions for registrars. Special mailings of these publications were produced and distributed through the Division of Distribution to the

extent of some twenty millions of copies, including 18,000 newspapers, 11,000 national advertisers and agencies, 10,000 Chambers of Commerce and their members, 30,000 manufacturers' associations, 22,000 labor unions, 10,000 public libraries, 32,000 banks, 58,000 general stores, 3,500 Y. M. C. A. branches, 10,000 members of the Council of National Defense, 1,000 Advertising Clubs, 56,000 postoffices, 55,000 railroad station agents, 5,000 draft boards, 100,000 Red Cross organizations, 12,000 manufacturers' agents. Also there was a special mailing card sent out to a list of 43,000 R. F. D. routes.

Also there was planned a street car campaign which ran throughout the country, including space in the "Subway Sun" and "Elevated Express" in all cars of the Interborough Rapid Transit Company of New York City. A poster and painted sign campaign was also planned and displayed throughout the country.

Through the services of the National War Service Committee on Window Displays approximately 37,000 posters or notices to register were displayed in the windows of prominent stores in over six hundred cities.

A full page advertisement of the Selective Registration Day appeared in publications of general circulation, including leading farm publications, practically all of the trade and technical journals. In all, hundreds of pages

# To Employers and Important Executives— A Government Proclamation

## The Army Needs Your Influence in an Emergency—

This is a man-to-man appeal for you to help the Government grasp a great opportunity, and for you to discharge a grave responsibility.

The Allied program to speed up the war and quickly bring about the final overthrow of the German Armies calls for an immediate mustering of America's final contribution of man-power. We must raise our army to 5,000,000 men at once!

Nearly 3,000,000 of the needed 5,000,000 are already under arms—but Class I of the Draft will be exhausted by October 1. To go into the deferred classifications and take men essential to industries, and men with dependent families, is unwise.

A new Class I must be created at once. Laws are being framed calling upon men within certain ages to register (the War Department's recommendation is for 18 to 21 and 32 to 45 years as the age limits), and the President will appoint a Registration Day early in September.

Thirteen million men must register in a single day. Later these men will be classified. Industries will not lose men who are absolutely essential to them, and families will not lose their bread-winners. But every man must register.

### You are a center of influence

As an employer or an important executive you are a center of influence, and the Government needs your active co-operation in putting through this gigantic task without confusion or delay. Thirteen million men

must be *told* of the law between now and Registration Day (watch newspapers for date); and they must understand the *why* of it, and just *where* and *how* they are to register. For these details ask your



Local Board, or your city or county clerk.

You can reach the men in your employ more effectively than they can be reached from the outside. We earnestly urge, therefore, that you make definite plans, in the interest of a speedy VICTORY, and in the interest of your own business, to see that all of your men are properly informed, so that they can be promptly and correctly registered when the day comes.

*Every man between the ages to be specified in the President's Proclamation must register.*

### How you can help

Start at once to get in touch with your men. Bring to their attention the *need* for the registration and the *facts about it*. Get in touch with your Local Registration officials and co-operate with them.

Here are a few suggestions:

Arrange for talks to your men; place inspirational and informative bulletins on bulletin-boards; establish Selective Service Information Bureaus; inclose slips in your men's pay envelopes.

Arrange for definite hours when the men in the different departments or sub-divisions of your business shall be allowed time to go and register. Post full lists of the men in your employ between the specified ages, the men to check off their names after they have registered.

Many other ideas, applicable to your own business, will doubtless occur to you.

This is an emergency such as this country has never faced before, and the Government must depend upon you to bring all of your influence and inspiration and ingenuity to bear out this problem, that this crisis in the war may be met in a way that shall avoid hardship to the businesses and families of the Nation.

Signed:

**E. H. CROWDER**

PROVOST MARSHAL GENERAL

Approved:

**NEWTON D. BAKER**

SECRETARY OF WAR

**Watch the newspapers for the date and further details**

Contributed through Division of Advertising



United States Govt Comm on Public Information

*This space contributed for the Winning of the War by The Publisher*



# KILL EVERY RAT

## *Protect the World's Rations By Destroying Rats*

**E**VERY year rats destroy as much food as 5,000,000 American acres produce—enough to feed the starving Belgians, Armenians, and Poles—enough to feed tens of thousands of our soldiers and civilians at home and abroad.

Rats annually destroy \$200,000,000 worth of property, mainly foodstuffs. This is considerably increased by the damage they do in weakening structures and causing fires. And it's all needless waste.

Much of this destruction occurs in elevators and mills. It can be eliminated. Do your part by making your basements, foundations, and every part of your buildings rat-proof.

Write the U. S. Department of Agriculture for detailed information and instructions for destroying rats and keeping buildings free of the most dangerous and destructive animal in the world. Organize relentless war on rats and protect the world's rations.

U. S. DEPT. OF AGRICULTURE, WASHINGTON

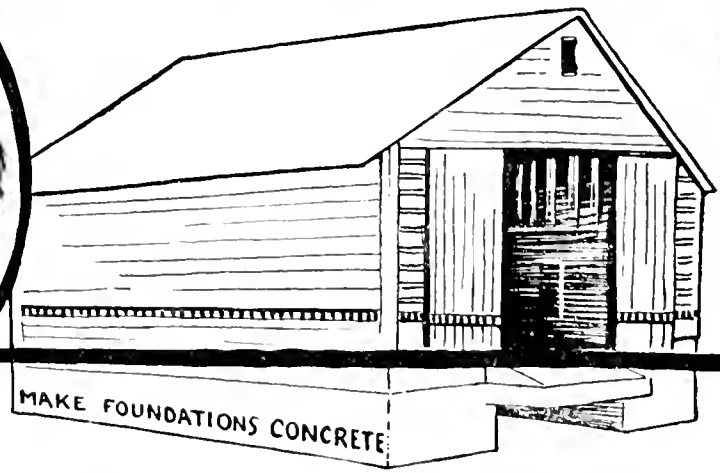
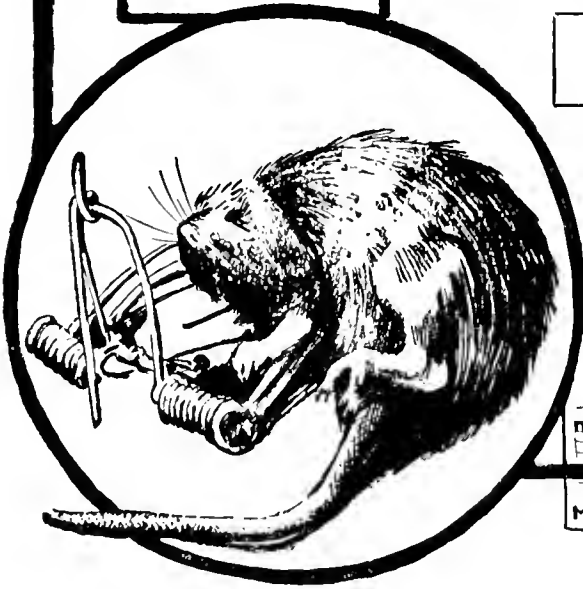
### Kill Every Rat

United States Gov't  
Comm. on Public  
Information



Contributed through  
Division of  
Advertising

This Space Contributed for the Winning of the War by



in the interest of this important notice appeared in space from our schedules.

The result of these campaigns, the amount of space in which they appeared, the display of posters speak for themselves better than any collection of figures can do, as it is impossible for such material to be put concretely and in detail. The space which the Division of Advertising directly assigned is summarized as follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	13	1,139,684	\$8,335.00
Farm Papers . . . . .	99	8,411,814	25,898.93
Trade and Misc. Publications . . . . .	487	3,681,607	28,361.44
Newspapers . . . . .	1	5,000	50.00
Totals . . . . .	600	13,238,105	\$62,645.37

Under date of September 18th Provost Marshal General Crowder wrote, from which we quote as follows:

Yours faithfully,

E. H. Crowder,

*Provost Marshal General.*"

## Smileage

THIS campaign was requested by the Commission on Training Camp Activities and to it space was assigned, summarized schedule of which follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	54	1,920,966	\$8,674.00
Farm Papers . . . . .	1	90,000	254.80
Trade and Misc. Publications . . . . .	16	243,525	869.00
House Organs . . . . .	31	157,000	1,187.50
Totals . . . . .	102	2,411,491	\$10,985.30

A letter dated July 8th was received from

"Now that the rush of registration preparation has abated, I take the first available moment to express to you and your division my gratitude for your hearty co-operation in the task of securing publicity for the Registration Day.

Over and above the fine organization of the Committee's staff as a whole, what has impressed me particularly in your division is the thoroughness with which you have organized the patriotic assistance of private citizens in contributing to the public service rendered by the committee. It is genuinely American in its method,—this voluntary union of individual citizens to accomplish these results which in some Continental countries are left to the vast army of Government officials.

Mr. Harold Braddock, Director, from which we quote as follows:

"We were delighted when the newspapers and magazines began to carry page upon page of advertisements from the 'Smileage Advertiser,' and when we were informed that this was only the first step in your program of co-operation with this Commission, we comprehended that the work of the Division of Advertising already had resulted in co-operation from publishers and advertisers such as had never been known before."

# Department of Agriculture

THE Division of Advertising co-operated with three campaigns for the Department of Agriculture. First, the United States War Garden Army to enlist the children in gardening—second, a message from Secretary Houston to the patriots on the farms, its appeal to them being to grow more wheat. The third formed a campaign for the extermination of rats to cut down the destruction of grain and other crops.

The schedules following will indicate that important campaigns were run in the interest of these war needs.

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	9	4,500,218	\$9,994.00
Farm Papers . . . . .	145	10,721,745	37,601.23
Trade and Misc. Publications . . . . .	16	100,400	823.00
House Organs . . . . .	2	10,000	100.00
Totals	172	15,332,363	\$48,518.23

Under date of October 18th Mr. Clarence Ousley wrote as follows:

“Your Division has been of great service to us in a number of our campaigns.”

# Council of National Defense

SPACE was assigned at the request of, and in the interest of the Council of National Defense. The advertisement which appeared was signed by Anna Howard Shaw, H. P. Davison, W. C. Gorgas, and Dr. Franklin Martin. The aim of the advertisement was to obtain enrollment of 25,000 student nurses in the Student Nurse Reserve. The summary follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	32	16,025,675	\$45,561.20

Mr. Grosvenor B. Clarkson, Secretary of the Council, wrote under date of August 2nd:

“You have rendered us a very definite service and we are all greatly appreciative.”

# Department of Labor

## U. S. Employment Service

CO-OPERATION was requested and given in the work of systemizing the labor situation in its bearings on war work. Advertisements were prepared and run in assigned space. Also there was prepared under the direction of the Division of Advertising a 16 page newspaper size catalog of advertisements to be sent over the country to newspapers and advertisers with the object of procuring their insertion in newspapers. The Division of Advertising scheduled space from its lists for this purpose, summary of which follows:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	5	330,000	\$1,315.00
Farm Papers . . . . .	3	15,000	150.00
Trade and Misc. Publications . . . . .	273	2,491,092	16,346.47
House Organs . . . . .	9	175,000	450.00
Newspapers . . . . .	5	539,144	583.00
College Papers . . . . .	1	5,000	50.00
Totals	296	3,255,236	\$18,894.47

Mr. J. B. Densmore, Director General of the U. S. Employment Service, under date of August 1st wrote:

# The Right Men in the Right Jobs Will Win The War

**T**HE true American wants to work where he will help win the war. He wants to fit in. America needs the Right Men in the Right Jobs. Only when this comes about can maximum production be obtained to support our armies at the front.

The needs of all war industries can be anticipated and met by the Government if employers and laborers will avail themselves solely of the nation-wide machinery which is at hand. The length of the War depends directly on our Country's ability to supply all War Industry with the best workers the country can produce the moment they are needed.

The U. S. Employment Service is the official bureau of the Federal Government in charge of the distribution of labor. The President has declared that it is the official agency for recruiting and distributing unskilled labor for war work.

## PRESIDENT'S STATEMENT

Industry plays an essential and honorable a role in this great struggle as do our soldiers and sailors. We all recognize the truth of this but we must also see its necessary implications—namely that industry doing a vital task for the Nation must receive the support and assistance of the Nation.

Therefore I solemnly urge all employers engaged in war work to refrain after August 1st 1918 from recruiting unskilled labor in any manner except through the central agency (the U. S. Employment Service). I urge labor to respond as loyally as heretofore to any call issued by this agency for voluntary enlistment in essential industry. And I ask them both alike to remember that no sacrifice will have been in vain if we are able to produce beyond all question that the highest and best form of efficiency as the spontaneous cooperation of a free people.

WOODROW WILSON

It has over 500 branches throughout the nation, and 20,000 U. S. Public Service Reserve enrollment agents. Ask the local post office or newspaper for name and address of the nearest representative, or write to the U. S. Employment Service, Washington, D. C.

Those employers in war work who seek to get labor through their own or private recruiting agencies are interfering with the Government's machinery and preferring their interests to those of the nation. Only through strict compliance with the Government's program can the constant, restless shifting of labor from one war job to another, with the consequent diminution in production and efficiency, be prevented.

Above all, the Government urges every man engaged in war work to stick to his job until the Government recommends that he change. Any man not engaged in war work should put himself at the disposal of the nation by registering with the Public Service Reserve. This is a tremendously important duty! The war worker ranks with the fighter in the trenches. He will help beat the Hun.

**United States**  
Employment Service  
U.S. Dept of Labor W.B. Wilson Secy



Contributed through Division of Advertising



United States Gov't Comm. on Public Information

This space contributed for the Winning of the War by

"I can say at this time that it is one of the finest plans we have ever seen and we appreciate more than I can tell you the service your committee has extended to us."

Under date of October 14th, we were informed that a partial checking reported 10,832 separate advertisements having appeared in this campaign.

## Fuel Administration

REQUESTS for space and service were made by the United States Fuel Administration, inasmuch as, under war conditions, there was very great need for coal conservation on the part of the public. The following is a summarized schedule of space assigned:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines.	17	9,436,042	\$22,608.00
Trade and Misc. Publications.	5	29,886	315.75
House Organs.	1	800,000	50.00
Totals	23	10,265,928	\$22,973.75

## Replacement Engineers

AN ADVERTISEMENT was run to obtain enlistments in two publications with a circulation of 500,000 and a value of \$800.00.

## United War Work Campaign

THIS CAMPAIGN was a merger, at President Wilson's request, of seven war work activities. They consisted of the Y. M. C. A., Y. W. C. A., American Library Association, National Catholic War Council, Jewish Welfare Board, War Camp Community Service and the Salvation Army.

These allied interests conducted a drive for \$170,500,000 during the week of November 11th to 18th. Practically all of the space on the schedules of the Division of Advertising following the Liberty Loan and appearing prior to November 15th was assigned to this important work.

In this campaign also the National War Service Committee on Window Displays co-operated and through them the seven allied organizations had individual posters effectively displayed in 60,000 windows in 600 cities. The following is a summary of space assigned to this drive:

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines.	171	40,637,353	\$110,997.18
Farm Papers	106	10,923,049	30,004.19
Trade and Misc. Publications.	413	3,382,295	23,130.20
House Organs.	100	1,932,350	5,045.00
Newspapers	29	198,013	1,003.50
College Papers.	44	140,250	1,649.12
Totals	863	57,213,310	\$171,829.19

A letter from Mr. George W. Perkins has been received, from which we quote as follows:

"On behalf of the United War Work Committee, I wish to express to you our very deep appreciation of the assistance which you gave us as Chairman of the Division of Advertising of the Committee on Public Information. I am sure that the advertising space which we secured through your efforts contributed very materially to the success of the Campaign."



Mr. Bruce Barton, Chairman of Publicity of the United War Work Campaign wrote under date of October 18th:

"We all of us feel a big debt of gratitude to the committee and to the publishers who have co-operated in it for putting behind the soliciting effort this splendid interpretative campaign."

Following summarizes in total all space with which the Division of Advertising has dealt—all contributed by patriotic advertisers and publishers for the winning of the war.

	<i>Insertions</i>	<i>Circulation</i>	<i>Amount</i>
General Magazines . . . . .	1512	351,409,159	\$895,108.29
Farm Papers. . . . .	1443	134,279,895	361,221.84
Trade & Misc. Publications. . . . .	4353	41,377,554	238,102.47
House Organs . . . . .	831	14,386,475	52,727.50
Outdoor Display . . . . .	7		8,550.00
Newspapers . . . . .	653	6,272,636	17,567.60
College Papers . . . . .	377	1,107,429	12,337.01
Book Jackets . . . . .	116		(est) 7,700.00
Theatre Curtains . . . . .	75		1,500.00
Totals . . . . .	9367	548,833,148	\$1,594,814.71

All of the work of the Division has been handled at a cost to the Government of about \$1,500 per month.

At the time of the signing of the armistice campaigns were being prepared and under way, and space was being scheduled for 1919 and the following Government departments had definitely requested our co-operation:

Fuel Administration

War Industries Board (Paper and Pulp Division)

Department of Agriculture

War Department

Committee on Classification of Personnel

Y. M. C. A. (For additional secretaries)

U. S. Civil Service Commission

Treasury Department—Next Loan

Treasury Department (In connection with personal taxes)

War Savings Stamps

U. S. Employment Service

U. S. Shipping Board

Federal Bureau for Vocational Education

All of these campaigns are now abandoned and the material in hand has been turned over to the department for which it was prepared.

## The Future

THE specific need which the Division of Advertising was convoked to fill passed with the signing of the armistice, and the donations of space and service with which the Division of Advertising has worked automatically ceased at the same time, but the need of the Government for means of properly and adequately informing public opinion, as the president put it, is as great as ever. Many think that the period of remaking the world, which we have now entered, has brought greater problems than those of the period of world destruction. At least, these problems are more obscure, more intangible, more removed from the average man's range of thought. All the more need, therefore, of

the direct route of communication to his understanding and to his sympathies which advertising affords.

It is probably true that the people never disapprove of a sound project initiated by their representatives when once they understand it. Disapproval or long weary hesitation is due to inadequate methods of education.

Advertising, as employed by the Government during the war, has three characteristic advantages over ordinary news publicity for reaching the people and securing quick response.

First, it is controlled in wording, which makes it exact and authoritative.

Second, it is controlled in appearance, which enables the Government to insure its readability, and thereby its penetration.

Third, it makes possible the repetition of the lesson until it is learned—probably the most important element of advertising and the leading reason for its success.

It would seem to us, therefore, who have had the privilege of directing the Government's first essay in the use of advertising Governmental projects to the people, that the experiences of the past year, together with the similar experiences of Great Britain and Canada throughout the war, justify the belief that Government could profitably continue the use of advertising for properly and adequately informing public opinion.

Also we believe that economy and efficiency demand a central controlling body with knowledge of advertising practice, to act as advisors to the Government Departments

and to conduct the campaigns, in accordance with the plans approved by the departments for which the advertising is done. By exercising the principle of centralization, the Division of Advertising was able to effect great economies in the handling of the Government's advertising; but these economies were only a beginning as compared with what could be done by a permanent body with powers fully understood by all Government departments and working on a business basis with the recognition and full support both of the legislature and administrative branches of the Government.

In closing this report the Directors wish to express to you personally our appreciation of your unfailing support and co-operation in all that we have tried to do, and through you we wish to tell the President how much we have enjoyed the opportunity he gave us to help toward the great day of final victory.

Respectfully submitted,

*J. C. Starn*

*Herbert S. Houston*

*Lewis B. Jones*

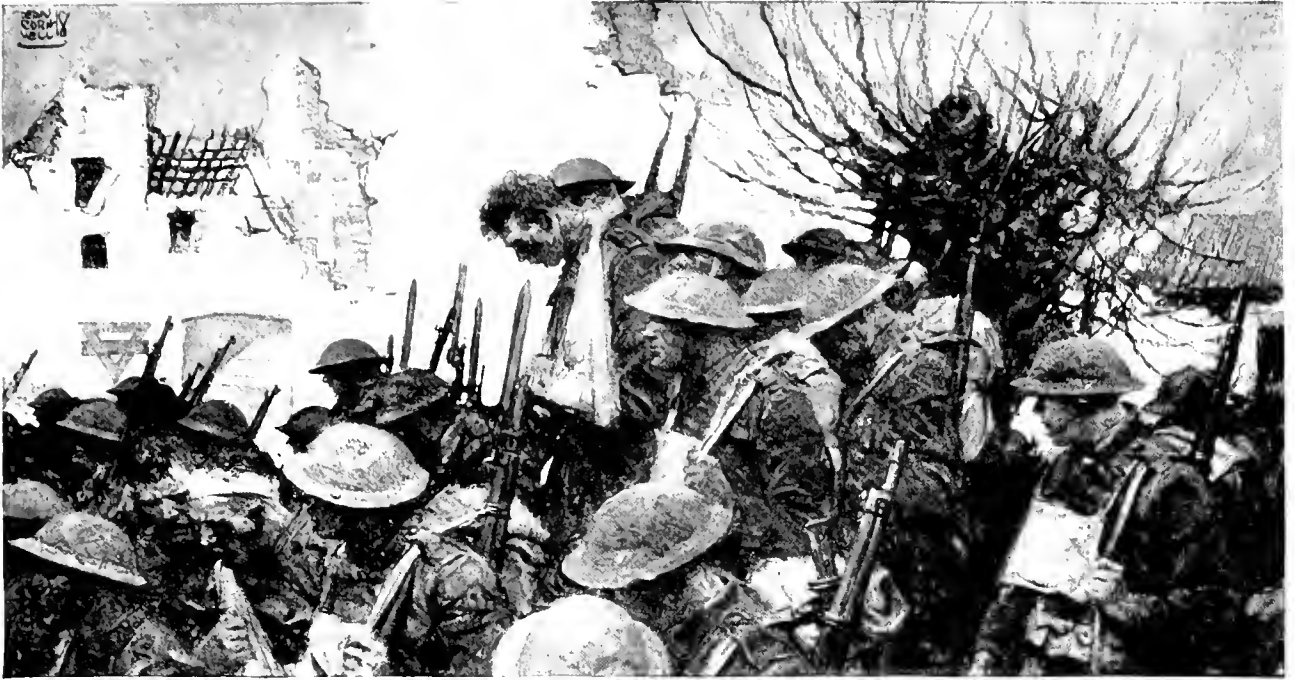
*W. C. Darcy*

*Thomas Curack*

*James H. Neal*

*Directors*

*Wm. H. Johns.*  
*Chairman*



## Out of the Mouth of Hell

our boys come, nerve-racked, tense, exhausted by their sleepless vigil and harassed with tragic memories.

Rest they will have, but rest is not re-creation. Mind must relax as well as body. They must forget awhile, must turn their thoughts into their normal course before facing anew the horrors of the first-line trenches.

Courage they have always, but we can put fresh heart into them; we can restore the high spirits of youth and send them singing into the fray

### They Are Fighting for You—Show Your Appreciation

When you give them arms, you give them only the instruments of your own defense; when you give for the wounded, you give only in common humanity; but when you give to the Y. M. C. A., you are extending to the boys the warm hand of gratitude, the last token of your appreciation of what they are doing for you. You are doing this by showing your interest in their welfare.

The Y. M. C. A. furnishes to the boys, not only in its own "huts"—which are often close to the firing line—but in the trenches,

the material and intangible comforts which mean much to morale. It furnishes free entertainment back of the lines. It supplies free writing paper and reading matter. It conducts all post exchanges, selling general merchandise without profit. It has charge of and encourages athletics, and conducts a "khaki college" for liberal education. Its religious work is non-sectarian and non-propagandist. It keeps alive in the boys "over there" the life and the spirit of "over here."

### GIVE NOW—BEFORE THEIR SACRIFICE IS MADE



*Seven allied activities, all endorsed by the Government, are combined in the United War Campaign, with the budgets distributed as follows: Y. M. C. A., \$100,000,000; Y. W. C. A., \$15,000,000; National Catholic War Council (including the work of the Knights of Columbus and special rear activities for women), \$30,000,000; Jewish Welfare Board, \$3,500,000; American Library Association, \$3,500,000; War Camp Community Service, \$15,000,000; Salvation Army, \$3,500,000.*



Contributed through Division of Advertising

United States Gov't Committee on Public Information

*This space contributed for the Winning of the War by*

# More Shells—Fewer Casualties

**B**ACK of every war activity lies—coal. Ships, shells, guns, transportation. For all these we must have—coal.

The more coal, the more shells with which to destroy the machine-gun nests of our enemies—and thereby save the lives of our own boys. The larger the supply of coal—the shorter the war and fewer casualties.

*Our annual output of coal has increased a hundred million tons since we went into the war, while no other nation has even been able to maintain its output during the war.*

Another fifty million badly needed tons can be saved—to help shorten the war.

Save coal.

Close up the unused rooms and turn off the heat. Put on storm doors and windows—put them on early. See to it that the weather strips fit.

Don't heat your home above 68°. A higher temperature is unhealthy, anyway.

Burn wood where you can.

Keep an eye on the furnace—don't leave it all to "the man."

If you feel that one shovelful of coal won't make any difference—think of it as a shell for the boys over there.

If you find yourself burning two lights when one will do—turn one out.

You, who have bought bonds and thrift stamps, you who have given of your money for war charities, given until you have felt the pinch, you whose sons and neighbors' sons are over there, will you not give up, too, just a bit of lazy, enervating comfort to help hurry along the job those brave boys have tackled?

Save light and heat, save coal.

*To learn to operate your furnace efficiently, get from your local fuel administrator a leaflet entitled "Save Coal in the Home."*

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 Atlantic Monthly, Boston, Mass.  
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 Boys' Life, New York, N. Y.  
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 Juvenile Instructor, Salt Lake City, Utah  
 Keiths Magazine, Minneapolis, Minn.  
 Keramic Studio, Syracuse, N. Y.  
 Ladies' Home Journal, Philadelphia, Pa.  
 Le Bon Ton, New York, N. Y.  
 Little Folks, Salem, Mass.  
 Lyceum Magazine, Chicago, Ill.  
 McClure's, New York, N. Y.  
 Mallott's Magazine, Boston, Mass.  
 May Manton Fashion Sheet, Brooklyn, N. Y.  
 Metropolitan, New York, N. Y.  
 Michigan Sportsman, Detroit, Mich.  
 Missouri Woman, St. Louis, Mo.  
 Modern Priscilla, Boston, Mass.  
 Mother's Magazine, New York, N. Y.  
 Motion Picture Classic, Brooklyn, N. Y.  
 Motion Picture Magazine, Brooklyn, N. Y.

Mr. Foster's Travel Magazine, New York, N. Y.	Red Cross Magazine, Garden City, N. Y.
Munsey's, New York, N. Y.	Review of Reviews, New York, N. Y.
My Message, St. Cloud, Minn.	St. Nicholas, New York, N. Y.
National Geographic, Washington, D. C.	Scribner's, New York, N. Y.
National Magazine, Boston, Mass.	Sentinel, Mitchell, S. D.
National Sportsman, Boston, Mass.	Smart Set, New York, N. Y.
Nature Study Review, Ithaca, N. Y.	Smith's, New York, N. Y.
Needlecraft, Augusta, Me.	Snappy Stories, New York, N. Y.
New France, New York, N. Y.	Southern Woman's Magazine, Nashville, Tenn.
New West Magazine, Salt Lake City, Utah	Star Needlework Journal, New York, N. Y.
North American Review, New York, N. Y.	Sunset, San Francisco, Cal.
Onters Book, Chicago, Ill.	System, Chicago, Ill.
Outing, New York, N. Y.	Today's Housewife, New York, N. Y.
Parents' Magazine, New York, N. Y.	Thrifty Housekeeping Magazine, Detroit, Mich.
Patriotism Magazine, Springfield, Mass.	Touchstone, New York, N. Y.
Peoples' Home Journal, New York, N. Y.	Truth Magazine, New York, N. Y.
Peoples' Magazine, New York, N. Y.	Uncle Sam's Boy, Cincinnati, Ohio
Peoples' Popular Monthly, Des Moines, Iowa	Vanity Fair, New York, N. Y.
Periscope, New York, N. Y.	Wohelo, New York, N. Y.
Photoplay, Chicago, Ill.	Woman's Home Companion, New York, N. Y.
Pictorial Review, New York, N. Y.	Woman's Magazine, New York, N. Y.
Picture Play, New York, N. Y.	Woman's National Magazine, Washington, D. C.
Poet Lore, Boston, Mass.	Woman's World, Chicago, Ill.
Proofs, New Aurora, N. Y.	World Court Magazine, New York, N. Y.
Public, New York, N. Y.	World's Work, Garden City, N. Y.
Puerto Rico Ilustrado, San Juan, P. R.	Worth While, Long Beach, Cal.
Railroad Man's Magazine, New York, N. Y.	Zukunft, New York, N. Y.
Red Book, Chicago, Ill.	

## Weeklies and Semi-monthlies of General Circulation

All Story, New York, N. Y.	Issue, Jackson, Miss.
Amerikos Lietuvis, Worcester, Mass.	Judge, New York, N. Y.
Argosy, New York, N. Y.	Kvety Americke, Omaha, Neb.
Boys' World, Elgin, Ill.	La Follette's Weekly, Madison, Wis.
Brooklyn Life, New York, N. Y.	Leslie's, New York, N. Y.
Bulletin, Pittsburgh, Pa.	Milford Topics, Milford, Conn.
Bridgeford News, Rochester, N. Y.	National Tribune, Washington, D. C.
Chat, Brooklyn, N. Y.	New Republic, New York, N. Y.
Christian Herald, New York, N. Y.	News Letter, Detroit, Mich.
Cleveland Topics, Cleveland, Ohio	Outlook, New York, N. Y.
Club Fellow & Washington Mirror, New York	Pathfinder, Washington, D. C.
Collier's Weekly, New York, N. Y.	Police Gazette, New York, N. Y.
Crier, New York, N. Y.	Polish News, New Britain, Conn.
Detective Story, New York, N. Y.	Popular Magazine, New York, N. Y.
Dial, New York, N. Y.	Republic, Boston, Mass.
Dongo, Detroit, Mich.	Rider & Driver, New York, N. Y.
Fatat Boston, Boston, Mass.	Saturday Globe, Utica, N. Y.
Forbes Magazine, New York, N. Y.	Saturday Evening Post, Philadelphia, Pa.
Girls' Companion, Elgin, Ill.	Scientific American, New York, N. Y.
Independent, New York, N. Y.	Sigaretta, Philadelphia, Pa.

Slovenian American Koledar, New York, N. Y.  
 Sotek, Chicago, Ill.  
 Spur, New York, N. Y.

Theatre Programs in the following Cities:

Boston, Mass.  
 Chicago, Ill.  
 Cleveland, Ohio  
 Detroit, Mich.  
 Kansas City, Mo.  
 Los Angeles, Cal.  
 New York, N. Y.  
 Omaha, Neb.

Pittsburgh, Pa.  
 San Francisco, Cal.  
 Survey, New York, N. Y.  
 Top Notch, New York, N. Y.  
 Town & Country, New York, N. Y.  
 Variety, New York, N. Y.  
 Vogue, New York, N. Y.  
 Woman's Weekly, Chicago, Ill.  
 Young Folks, Philadelphia, Pa.  
 Young People's Weekly, Elgin, Ill.  
 Youths' Companion, Boston, Mass.

## Farm Papers

Agriculturist Digest, New York, N. Y.  
 Agriculturist Student, Columbus, Ohio  
 Albany Co. Farm Bureau News, Albany, N. Y.  
 American Agriculturist, New York, N. Y.  
 American Bee Journal, Hamilton, Ill.  
 American Breeder, Kansas City, Mo.  
 American Farming, Chicago, Ill.  
 American Hereford Journal, Kansas City, Mo.  
 American Poultry Advocate, Syracuse, N. Y.  
 American Poultry Journal, Chicago, Ill.  
 American Sheep Breeder, Chicago, Ill.  
 American Squab Journal, Warrenton, Mo.  
 Ancona World, Franklinville, N. Y.  
 Arkansas Farmer & Homestead, Little Rock, Arkansas  
 Better Fruit, Portland, Ore.  
 Breeders' Gazette, Chicago, Ill.  
 California Cultivator, Los Angeles, Cal.  
 California Fruit News, San Francisco, Cal.  
 California Home & Farmer, San Francisco, Cal.  
 Campbell's Scientific Farmer, Billings, Mont.  
 Carolina Farmer & Stockman, Columbia, S. C.  
 Carolina Fruit & Trucker, Wilmington, N. C.  
 Chester White Journal, Rochester, Ind.  
 Corn Belt Farmer, Waterloo, Iowa  
 Country Gentleman, Philadelphia, Pa.  
 Dakota Farmer, Aberdeen, S. D.  
 Date Palm, Indio, Cal.  
 Decorah Posten, Decorah, Iowa  
 Der Deutsche Farmer, St. Paul, Minn.  
 Deutsche Amerikanischer Farmer, Lincoln, Neb.  
 Domestic Beekeeper, Northstar, Mich.  
 Droyer's Telegram, Kansas City, Mo.  
 Duroc Bulletin, Chicago, Ill.  
 Everybody's Poultry Magazine, Hanover, Pa.  
 Farm & Dairy Profit, Salem, Ohio  
 Farm Finder Magazine, New York, N. Y.  
 Farm & Fireside, Springfield, Ohio  
 Farm & Home (E. Ed.), Springfield, Mass.  
 Farm & Home (W. Ed.), Chicago, Ill.

Farm & Ranch, Dallas, Texas  
 Farmer, St. Paul, Minn.  
 Farmer & Breeder, Sioux City, Iowa  
 Farmer & Stockman, Kansas City, Mo.  
 Farmers' Dispatch, St. Paul, Minn.  
 Farmers' Equity News, Alexandria, Minn.  
 Farmers' Fireside Bulletin, Arlington, Texas  
 Farmer's Home Journal, Louisville, Ky.  
 Farmers' Mail & Breeze, Topeka, Kan.  
 Farmers' Success, Red Bank, N. J.  
 Farmers' Wife, St. Paul, Minn.  
 Farm Life, Spencer, Ind.  
 Farm News, Dallas, Texas  
 Farm Stock & Home, Minneapolis, Minn.  
 Farm Tractor, Kansas City, Mo.  
 Field & Farm, Denver, Colo.  
 Field Illustrated, New York, N. Y.  
 Florida Farmer & Stockman, Jacksonville, Fla.  
 Florida Grower, Tampa, Fla.  
 Fort Worth Daily Live Stock Reporter, North Fort Worth, Texas  
 Fruit Belt, Grand Rapids, Mich.  
 Fruitman's Guide, New York, N. Y.  
 Gardener's Chronicle, Madison, N. J.  
 Gellengel Zuechter, Hamburg, Wis.  
 Gleaner, Detroit, Mich.  
 Gleaning in Bee Culture, Medina, Ohio  
 Globe Democrat, St. Louis, Mo.  
 Great Southwest Farmer, Phoenix, Ariz.  
 Green's American Fruit Grower, Chicago, Ill.  
 Guernsey Breeders' Journal, Peterboro, N. H.  
 Hancock Co. Farm Bureau News, Ellsworth, Me.  
 Hans & Bauernfreund, Milwaukee, Wis.  
 Hoard's Dairyman, Ft. Atkinson, Wis.  
 Hollandsche Farmer, Grand Rapids, Mich.  
 Holstein-Friesian Register, Brattleboro, Vt.  
 Holstein-Friesian World, Syracuse, N. Y.  
 Home & Farm, Louisville, Ky.  
 Horticulture, Boston, Mass.  
 Hospodar, Omaha, Neb.

Idaho Farmer, Boise, Idaho  
 Illinois Farmer, Quincy, Ill.  
 Indiana Farmers' Guide, Huntington, Ind.  
 Inland Farmer, Louisville, Ky.  
 International Plymouth Rock Journal, Union City, Mich.  
 Iowa Farmer, Des Moines, Ia.  
 Iowa Homestead, Des Moines, Ia.  
 Iowa State Poultry Journal, Grimes, Ia.  
 Jersey Bulletin, Indianapolis, Ind.  
 Jewish Farmer, New York, N. Y.  
 Journal, Atlanta, Ga.  
 Journal of Agriculture, St. Louis, Mo.  
 Kansas City Weekly Journal, Kansas City, Mo.  
 Kansas City Weekly Star, Kansas City, Mo.  
 Kansas Farmer, Topeka, Kans.  
 Kentucky Farming, Louisville, Ky.  
 Kimball's Dairy Farmer, Waterloo, Ia.  
 Leghorn World, Waverly, Ia.  
 Live Stock Report, Chicago, Ill.  
 Long Island Agriculturist, Riverhead, L. I., N. Y.  
 The Maine Farmer, Augusta, Me.  
 Manchester Union Leader, Manchester, N. H.  
 Market Growers' Journal, Louisville, Ky.  
 Maryland Farmer, Baltimore, Md.  
 Michigan Business Farming, Mt. Clemens, Mich.  
 Michigan Farmer, Detroit, Mich.  
 Minnesota Farm Review, St. Paul, Minn.  
 Missouri & Kansas Farmer, Kansas City, Mo.  
 Missouri Farmer, Columbia, Mo.  
 Missouri Ruralist, St. Louis, Mo.  
 Missouri Valley Farmer, Topeka, Kans.  
 Modern Farming, New Orleans, La.  
 Montana Farmer, Great Falls, Mont.  
 National Alfalfa Journal, Chicago, Ill.  
 National Farmer, Winona, Minn.  
 National Farmer & Stock Grower, St. Louis, Mo.  
 National Grange Monthly, Springfield, Mass.  
 National Stockman & Farmer, Pittsburgh, Pa.  
 National Wool Grower, Salt Lake City, Utah  
 Nebraska Farmer, Lincoln, Neb.  
 Nebraska Farm Journal, Omaha, Neb.  
 Nebraska Ruralist, Lincoln, Neb.  
 Nebraska State Grange Journal, Kearney, Neb.  
 New England Homestead, Springfield, Mass.  
 New York State Fruit Grower, Medina, N. Y.  
 Non Partisan Leader, Fargo, N. D.  
 N. W. Farmstead, Minneapolis, Minn.  
 Northwest Pacific Farmer, Portland, Ore.  
 N. W. Stockman & Farmer, Helena, Mont.  
 Ohio Farmer, Cleveland, Ohio  
 Oklahoma Farmer, Oklahoma City, Okla.  
 Oklahoma Farmer-Stockman, Okla. City, Okla.  
 Oklahoma Live Stock News, Oklahoma City, Okla.  
 O. K. Poultry Journal, Mounds, Okla.  
 Orange Judd Farmer, Chicago, Ill.  
 Orchard & Farm, Los Angeles, Cal.  
 Oregon Farmer, Portland, Ore.  
 Oregonian, Portland, Ore.  
 Organized Farmer, Wausau, Wis.  
 Ozark Countryman, Springfield, Mo.  
 Pacific Homestead, Salem, Ore.  
 Pacific Poultryman, Seattle, Wash.  
 Pacific Rural Press, San Francisco, Cal.  
 Pelto Ja Koti, Superior, Wis.  
 Pennsylvania Farmer, Philadelphia, Pa.  
 Petaluma Weekly Poultry Journal, Petaluma, Cal.  
 Pet Stock Journal, Lamoni, Ia.  
 Poland China Journal, Kansas City, Mo.  
 Poultry Culture, Kansas City, Mo.  
 Poultry Herald, St. Paul, Minn.  
 Poultry Item, Sellersville, Pa.  
 Poultry Success, Springfield, Ohio  
 Power Farming, St. Joseph, Mich.  
 Practical Farmer, Philadelphia, Pa.  
 Prairie Farmer, Chicago, Ill.  
 Progressive Farmer, Birmingham, Ala.  
 Record Stockman, Denver, Colo.  
 Reliable Poultry Journal, Quincy, Ill.  
 Republic, St. Louis, Mo.  
 Rhode Island Red Journal, Waverly, Ia.  
 Rice Journal, Crowley, La.  
 Rocky Mountain Husbandman, Great Falls, Mont.  
 Rural New Yorker, New York, N. Y.  
 Rural Spirit, Portland, Ore.  
 Rural Weekly, St. Paul, Minn.  
 Rural Weekly, Omaha, Neb.  
 Rural World, Los Angeles, Cal.  
 Safe Farming, Dubuque, Ia.  
 Seed World, Chicago, Ill.  
 Southern Agriculturist, Nashville, Tenn.  
 Southern Cultivator, Atlanta, Ga.  
 Southern Fruit Grower, Chattanooga, Tenn.  
 Southern Planter, Richmond, Va.  
 Southern Ruralist, Atlanta, Ga.  
 Southland Farmer, La Porte, Texas  
 Southwest Stockman-Farmer, Phoenix, Ariz.  
 Successful Farming, Des Moines, Ia.  
 Swine Breeders' Journal, Indianapolis, Ind.  
 System on the Farm, Chicago, Ill.  
 Tri-Weekly Constitution, Atlanta, Ga.  
 Trumbull Rural Associate, Youngstown, Ohio  
 Utah Farmer, Lehi, Utah  
 Wallace's Farmer, Des Moines, Ia.  
 Washington Farmer, Spokane, Wash.  
 Western Farmer, Portland, Ore.  
 Western Farm Life, Denver, Colo.  
 Western Poultry Journal, Cedar Rapids, Ia.  
 Wisconsin Agriculturist, Racine, Wis.  
 Wisconsin Farmer, Madison, Wis.  
 Wisconsin Horticulturist, Madison, Wis.

# Technical, Trade and Miscellaneous Publications

- Abels Photographic Weekly, Cleveland, Ohio  
 Accessory & Garage Journal, Pawtucket, R. I.  
 Advance Styles, New York, N. Y.  
 Advertising and Selling, New York, N. Y.  
 Advertising Club News, New York, N. Y.  
 Advertising News, New York, N. Y.  
 Aerial Age, New York, N. Y.  
 Agrimotor, Chicago, Ill.  
 Alaska & Northwest Mining Journal, Seattle, Wash.  
 Amaranth, Detroit, Mich.  
 Amateur Photographers Weekly, Cleveland, Ohio  
 American, York, Pa.  
 American Architect, New York, N. Y.  
 American Artisan & Hardware Record, Chicago.  
 American Automobile Digest, Cincinnati, Ohio  
 American Bankers' Association, New York, N. Y.  
 American Bankruptcy Reports, Albany, N. Y.  
 American Beagle, Youngstown, Ohio  
 American Blacksmith Auto & Tractor Shop, Buffalo, N. Y.  
 American Bottler, New York, N. Y.  
 American Brewer, New York, N. Y.  
 American Builder, Chicago, Ill.  
 American Cabinet Maker & Upholsterer, New York, N. Y.  
 American Carpet & Upholstery Journal, Philadelphia, Pa.  
 American Chauffeur, Cincinnati, Ohio  
 American Cheese Maker, Grand Rapids, Mich.  
 American Church Sunday School Magazine, Philadelphia, Pa.  
 American Cloak & Suit Review, New York, N. Y.  
 American Coal Journal, Chicago, Ill.  
 American Contractor, New York, N. Y.  
 American Co-operative Journal, Chicago, Ill.  
 American Co-operative Manager, Chicago, Ill.  
 American Cutler, New York, N. Y.  
 American Drop Forger, Pittsburgh, Pa.  
 American Druggist & Pharmaceutical Record, New York, N. Y.  
 American Elevator & Grain Trade, Chicago, Ill.  
 American Exporter, New York, N. Y.  
 American Federationist, Washington, D. C.  
 American Fertilizer, Philadelphia, Pa.  
 American Food Journal, Chicago, Ill.  
 American Forestry, Washington, D. C.  
 American Funeral Director, Grand Rapids, Michigan  
 American Furniture Manufacturer, Chicago, Ill.  
 American Garage & Auto Dealer, Chicago, Ill.  
 American Gas Engineering Journal, New York.  
 American Gentleman, New York, N. Y.  
 American Globe, Los Angeles, Cal.  
 American Grocer, New York, N. Y.  
 American Hardware Journal, New York, N. Y.  
 American Hatter, New York, N. Y.  
 American Industries, New York, N. Y.  
 American Jeweler, Chicago, Ill.  
 American Jewish Chronicle, New York, N. Y.  
 American Journal of Botany, Brooklyn, N. Y.  
 American Journal of Orthopedic Surgery, Boston.  
 American Journal of Pharmacy, Philadelphia, Pa.  
 American Journal of Sociology, Chicago, Ill.  
 American Journal of Surgery, New York, N. Y.  
 American Journal of Syphilis, St. Louis, Mo.  
 American Journal of Veterinary Medicine, Chicago, Ill.  
 American Laundry Journal, Troy, N. Y.  
 American Lawyers' Quarterly, Cleveland, Ohio  
 American Legal News, Detroit, Mich.  
 American Lumberman, Chicago, Ill.  
 American Machine & Tool Record, Cincinnati.  
 American Machinist, New York, N. Y.  
 American Magazine of Art, Washington, D. C.  
 American Man, Cambridge, Ohio  
 American Metal Market, New York, N. Y.  
 American Miller, Chicago, Ill.  
 American Milliner, New York, N. Y.  
 American Paint & Oil Dealer, St. Louis, Mo.  
 American Paint Journal, St. Louis, Mo.  
 American Perfumer, New York, N. Y.  
 American Philatelist, Federalsburg, Md.  
 American Photography, Boston, Mass.  
 American Physical Education Review, Springfield, Mass.  
 American Pressman, Pressmen's Home, Tenn.  
 American Printer, New York, N. Y.  
 American Review of Shoes & Leather, Philadelphia, Pa.  
 American Roofer, Chicago, Ill.  
 American-Scandinavian Review, New York, N. Y.  
 American School Board Journal, Milwaukee, Wis.  
 American Shoemaking, Boston, Mass.  
 American Silk Journal, New York, N. Y.  
 American Stationer & Office Outfitter, New York  
 American Stone Trade, Chicago, Ill.  
 American Tailor & Cutter, New York, N. Y.  
 American Thresherman & Farm Power, Madison, Wis.

- American Wool & Cotton Reporter, Boston.  
 American Workman, Washington, D. C.  
 Ancient Order of United Workman Journal, Muscatine, Ia.  
 Ancient Order of United Workman, Fargo, N. D.  
 Anthracite Labor News, Shenandoah, Pa.  
 Apothecary, Boston, Mass.  
 Apparel Criterion, Seattle, Wash.  
 Apparel Gazette, Chicago, Ill.  
 Apparel Gazette, Los Angeles, Cal.  
 Archives of Pediatrics, New York, N. Y.  
 Architect & Engineer of California, San Francisco, Cal.  
 Architects Buyers Reference Quarterly, New York, N. Y.  
 Architectural Forum, New York, N. Y.  
 Architectural Record, New York, N. Y.  
 Architectural Review, Boston, Mass.  
 Architecture, New York, N. Y.  
 Architecture & Building, New York, N. Y.  
 The Armorer, Springfield, Mass.  
 Arts & Archaeology, Washington, D. C.  
 Arts & Decoration, New York, N. Y.  
 Associated Advertising, Indianapolis, Ind.  
 Astorian Sanomat, Astoria, Ore.  
 Astrophysical Journal, Chicago, Ill.  
 Automobile Blue Book, New York, N. Y.  
 Automobile Builder, Cleveland, Ohio  
 Automobile Dealer & Repairer, New York, N. Y.  
 Automobile Journal, Pawtucket, R. I.  
 Auto Trade Journal, Philadelphia, Pa.  
 Automobile Topics, New York, N. Y.  
 Automotive Industries, New York, N. Y.  
 Auto Review, St. Louis, Mo.  
 Autumn Leaves, Lamonia, Ia.  
 Aviation & Aeronautical Engineering, New York  
 Bakers & Confectioners' Review, Los Angeles.  
 Bakers' Helper, Chicago, Ill.  
 Bakers' Review, New York, N. Y.  
 Bakers' Weekly, New York, N. Y.  
 Baltimore Afro-American Ledger, Baltimore.  
 Baltimore Trade Unionist, Baltimore, Md.  
 Bankers' Monthly, Chicago, Ill.  
 Banker & Tradesman, Boston, Mass.  
 Baptist Banner, Parkersburg, W. Va.  
 Baptist Standard, Dallas, Texas  
 Barrel & Box, Chicago, Ill.  
 Bee Hive, Norwalk, Ohio  
 Bellman, Minneapolis, Minn.  
 Better Roads & Streets, Dayton, Ohio  
 Biblical Recorder, Raleigh, N. C.  
 Biblical World, Chicago, Ill.  
 Biltmorean, Albany, N. Y.  
 Black Diamond, Chicago, Ill.  
 Blast Furnace & Steel Plant, Pittsburgh, Pa.  
 Boiler Maker, New York, N. Y.  
 Boilermakers & Ship Builders' Journal, Kansas City, Kans.  
 Book of Baby Mine, Chicago, Ill.  
 Bookseller, Newsdealer & Stationer, New York  
 Boot & Shoe Recorder, Boston, Mass.  
 Boston Commercial, Boston, Mass.  
 Boston Hairenik, Boston, Mass.  
 Boston Medical & Surgical Journal, Boston, Mass.  
 Botanical Gazette, Chicago, Ill.  
 Box Maker, Worcester, Mass.  
 Brass World, New York, N. Y.  
 Brewer & Maltster, Chicago, Ill.  
 Brewers' Journal, New York, N. Y.  
 Brick & Clay Record, Chicago, Ill.  
 Brick Building, Boston, Mass.  
 Bricklayer, Mason & Plasterer, Indianapolis.  
 Brooms, Brushes & Handles, Milwaukee, Wis.  
 Brotherhood, Philadelphia, Pa.  
 Buffalo Unista, Buffalo, N. Y.  
 Builder, Anomosa, Ia.  
 Building & Engineering News, San Francisco.  
 Building Review, New Orleans, La.  
 Bulletin of National Association of Retail Clothiers, Des Moines, Ia.  
 Bulletin of Pharmacy, Detroit, Mich.  
 Bulletin of Photography, Philadelphia, Pa.  
 Bulletin of the Royal Arcanum, Boston, Mass.  
 Business Bulletin, Minot, N. D.  
 Business Digest, New York, N. Y.  
 Business Educator, Columbus, Ohio  
 Business Magazine, Knoxville, Tenn.  
 Business Philosopher, Chicago, Ill.  
 Butchers' Advocate, New York, N. Y.  
 Butchers & Packers' Gazette, St. Louis, Mo.  
 Butter, Cheese & Egg Journal, Milwaukee, Wis.  
 California Citrograph, Los Angeles, Cal.  
 California Eclectic Medical Journal, Los Angeles  
 California Tourist & Hotel Reporter, Los Angeles, Cal.  
 Camera, Philadelphia, Pa.  
 Camera Craft, San Francisco, Cal.  
 Candy & Ice Cream, Chicago, Ill.  
 Canner, Chicago, Ill.  
 Canning Trade, Baltimore, Md.  
 Carpet & Upholstery Trade Review, New York  
 Carriage Dealers' Journal, Troy, N. Y.  
 Casualty Review Insurance, Chicago, Ill.  
 Caterer & Hotel Proprietors' Gazette, New York.  
 Catholic Knights of America Journal, Cincinnati, Ohio  
 Catholic Knights and Ladies of America Journal, Chicago, Illinois  
 Catholic Mutual Benefit Ass'n, Buffalo, N. Y.  
 Catholic Relief & Beneficiary Association Bulletin, Buffalo, N. Y.

- Catholic Churchman, New Orleans, La.  
 Catholic Register, Denver, Colo.  
 Catholic Temperance Advocate, Danbury, Conn.  
 Catholic World, New York, N. Y.  
 Cement & Engineering News, Chicago, Ill.  
 Central Banker, Omaha, Neb.  
 Central Station, New York, N. Y.  
 Chamber of Commerce Journal of Maine, Portland, Me.  
 Chamber of Commerce Record, McKeesport, Pa.  
 Chariot, Crawfordsville, Ind.  
 Chef & Steward, Chicago, Ill.  
 Chemical & Metallurgical Engineering, New York, N. Y.  
 Chicago Reyven, Chicago, Ill.  
 Chicago Dziennick Chicagoski, Chicago, Ill.  
 Chicago Jeffersonian, Chicago, Ill.  
 Chicago Predmeseske Listy, Chicago, Ill.  
 Chicago Svornost, Chicago, Ill.  
 Chicago Telegraf, Chicago, Ill.  
 Chilton Automobile Directory, Philadelphia, Pa.  
 Chilton Tractor Journal, Philadelphia, Pa.  
 Christian Endeavor World, Boston, Mass.  
 Christian Intelligencer, New York, N. Y.  
 Christian Nation, New York, N. Y.  
 Christian Observer, Louisville, Ky.  
 Christian Standard, Cincinnati, Ohio  
 Christian Union Herald, Excelsior Springs, Mo.  
 Christian Union Herald, Pittsburgh, Pa.  
 Christian Work, New York, N. Y.  
 Christian Worker, Des Moines, Ia.  
 Christmas Book, Cedar Falls, Ia.  
 Church Bulletin, New York, N. Y.  
 Churchman, New York, N. Y.  
 Cigar & Tobacco Journal, Minneapolis, Minn.  
 Civil Service Age, Seattle, Wash.  
 Civil Service Chronicle, New York, N. Y.  
 Clay Worker, Indianapolis, Ind.  
 Cleaners & Dyers' Review, Cincinnati, Ohio  
 Cleaning & Dyeing World, Chicago, Ill.  
 Cleveland Gazette, Cleveland, Ohio  
 Clinton Democrat, Clinton, N. J.  
 Clothier & Furnisher, New York, N. Y.  
 Coal Age, New York, N. Y.  
 Coal Association Message, Reading, Pa.  
 Coal Dealer, Minneapolis, Minn.  
 Coal Industry, Pittsburgh, Pa.  
 Coal Trade Bulletin, Pittsburgh, Pa.  
 Coal Trade Journal, New York, N. Y.  
 Colorado School Journal, Denver, Colo.  
 Colorado Tourist & Hotel Reporter, Denver.  
 Columbian & Western, Chicago, Ill.  
 Commercial America, Philadelphia, Pa.  
 Commercial Bulletin, Los Angeles, Cal.  
 Commercial Car Journal, Philadelphia, Pa.  
 Commercial Fertilizer, Atlanta, Ga.  
 Commercial News, Sioux Falls, S. D.  
 Commercial Telegraphers Journal, Chicago, Ill.  
 Coming Styles, New York, N. Y.  
 Compressed Air Magazine, New York, N. Y.  
 Concordia, Chicago, Ill.  
 Concrete, Detroit, Mich.  
 Concrete Age, Atlanta, Ga.  
 Concrete Products, Chicago, Ill.  
 Confectioners' Gazette, New York, N. Y.  
 Confectioners' Journal, Philadelphia, Pa.  
 Confectioners' Review, Cincinnati, Ohio  
 Confederate Veteran, Nashville, Tenn.  
 Construction, New York, N. Y.  
 Continent, Chicago, Ill.  
 Cordage Trade Journal, New York, N. Y.  
 Cornell Veterinarian, Ithaca, N. Y.  
 Cornish Chronicle, Waverly, Ia.  
 Court of Honor, Springfield, Ill.  
 Crescent, St. Paul, Minn.  
 Current Quarterlies, Chicago, Ill.  
 Corset & Underwear Review, New York, N. Y.  
 Cotton, Atlanta, Ga.  
 Cotton & Cotton Oil News, Dallas, Texas  
 Cotton Seed Oil Magazine, Atlanta, Ga.  
 Cracker Baker, New York, N. Y.  
 Creamery & Milk Plant Monthly, Chicago, Ill.  
 Creamery Journal, Waterloo, Ia.  
 Creighton Chronicle, Omaha, Neb.  
 Crockery & Glass Journal, New York, N. Y.  
 Cuba Review, New York, N. Y.  
 Daily Iron Trade & Metal Market Report, Cleveland, Ohio  
 Daily Metal Reporter, New York, N. Y.  
 Daily Mill Stock Reporter, New York, N. Y.  
 Darby Progress, Darby, Pa.  
 DeKalb Tribune, DeKalb, Mo.  
 Decorative Furnisher, New York, N. Y.  
 Degree of Honor of Iowa, Cedar Rapids, Ia.  
 Degree of Honor Review, St. Paul, Minn.  
 Delicatessan, New York, N. Y.  
 Dental Digest, New York, N. Y.  
 Dental Items of Interest, New York, N. Y.  
 Dental Outlook, New York, N. Y.  
 Dental Summary, Toledo, Ohio  
 Denver Nazione, Denver, Colo.  
 Detroit Directories, Detroit, Mich.  
 Detroit Speaker, Detroit, Mich.  
 Dixie Guard's Journal, Goin, Tenn.  
 Dixie Miller, Atlanta, Ga.  
 Dixie Wood Worker, Atlanta, Ga.  
 Doings in Grain, Milwaukee, Wis.  
 Domestic Engineering, Chicago, Ill.  
 Dover Index, Dover, Del.  
 Dress Essentials, New York, N. Y.



- Drug and Chemical Markets, New York, N. Y.  
 Druggist Circular, New York, N. Y.  
 Drug Trade Weekly, New York, N. Y.  
 Druids Magazine, San Francisco, Cal.  
 Dry Goods & Apparel, New York, N. Y.  
 Dry Goods Economist, New York, N. Y.  
 Dry Goods Guide, New York, N. Y.  
 Drygoodsman, St. Louis, Mo.  
 Dry Goods Reporter, Chicago, Ill.  
 Dunellen Weekly Call, Dunellen, N. J.  
 Dun's Review, New York, N. Y.  
 Eastern Dealer, Philadelphia, Pa.  
 Eastern Underwriter, New York, N. Y.  
 Educational Administration and Supervision,  
     Baltimore, Md.  
 Educational Foundations, New York, N. Y.  
 Egg Reporter, Waterloo, Ia.  
 Egyptian, Philadelphia, Pa.  
 Electrical Age, New York, N. Y.  
 Electrical Experimenter, New York, N. Y.  
 Electrical Merchandising, New York, N. Y.  
 Electrical Record, New York, N. Y.  
 Electrical Review, Chicago, Ill.  
 Electrical Worker, Springfield, Ill.  
 Electrical World, New York, N. Y.  
 Electrical City Magazine, Chicago, Ill.  
 Electricity & Engineering, Chicago, Ill.  
 Electrical Journal, Pittsburgh, Pa.  
 Electric Railway Journal, New York, N. Y.  
 Electric Traction, Chicago, Ill.  
 Electric Vehicles, Chicago, Ill.  
 Elementary School Journal, Chicago, Ill.  
 Elevator Constructor, Philadelphia, Pa.  
 El Paso Labor Advocate, El Paso, Texas  
 Embalmers' Monthly, Chicago, Ill.  
 Engineering & Cement World, Chicago, Ill.  
 Engineering & Contracting, Chicago, Ill.  
 Engineering & Mining Journal, New York, N. Y.  
 Engineering Magazine, New York, N. Y.  
 Engineering News Record, New York, N. Y.  
 Equipment Merchandise, Scranton, Pa.  
 Evangelical Endeavor, Harrisburg, Pa.  
 Exhibitors' Herald, Chicago, Ill.  
 Exhibitors' Program Co., Pittsburgh, Pa.  
 Export Bulletin, Philadelphia, Pa.  
 Exporters & Importers' Journal, New York.  
 Expositor, Cleveland, Ohio  
 Factory, Chicago, Ill.  
 Farm Implement News, Chicago, Ill.  
 Farm Implements, Minneapolis, Minn.  
 Farm Machinery and Farm Power, St. Louis.  
 Fashionable Woman, New York, N. Y.  
 Fayette Journal, Fayetteville, W. Va.  
 Federal Reporter, New York, N. Y.  
 Fibre & Fabric, Boston, Mass.  
 Field & Show Dog, Youngstown, Ohio  
 Financial Review, New York, N. Y.  
 Florists' Review, Chicago, Ill.  
 Flour & Feed, Milwaukee, Wis.  
 Flour & Grain World, Seattle, Wash.  
 Flour, Hay, Grain & Feed, New York, N. Y.  
 Fordowner, Milwaukee, Wis.  
 Frat, Chicago, Ill.  
 Fraternal Benefit League Record, New Haven.  
 Fraternal Brotherhood Journal, Los Angeles.  
 Fraternal Index, Detroit, Mich.  
 Fraternal Leader, Oak Park, Ill.  
 Free Will Baptist Messenger, Baxter, Tenn.  
 Friend & Guide, Neenah, Wis.  
 Fruit Trade Journal, New York, N. Y.  
 Funnel, New York, N. Y.  
 Furniture Dealer, Minneapolis, Minn.  
 Furniture Index, Jamestown, N. Y.  
 Furniture Journal, Chicago, Ill.  
 Furniture Mfr. & Artisan, Grand Rapids, Mich.  
 Furniture Merchants Trade Journal, Des Moines,  
     Iowa  
 Furniture Trade Review, New York, N. Y.  
 Furniture Worker, Cincinnati, Ohio  
 Furniture World, New York, N. Y.  
 Fur Trade Review, New York, N. Y.  
 Garment Review, Chicago, Ill.  
 Gas Age, New York, N. Y.  
 Gas Energy, New York, N. Y.  
 Gas Engine, Cincinnati, Ohio  
 Gas Industry, Buffalo, N. Y.  
 Gas Power, St. Joseph, Mich.  
 Gas Record, Chicago, Ill.  
 Gas Review, Madison, Wis.  
 Geyers Stationer, New York, N. Y.  
 Gideons, Chicago, Ill.  
 Glovers Review, Gloversville, N. Y.  
 Goldsmith & Silversmith, New Haven, Conn.  
 Golden Cross Journal, Boston, Mass.  
 Good Furniture, Grand Rapids, Mich.  
 Grain Dealers' Journal, Chicago, Ill.  
 Grand Rapids Furniture Record, Grand Rapids.  
 Granite Marble & Bronze, Boston, Mass.  
 Grant City, Worth County Tribune, Grant City,  
     Missouri  
 Graphic Arts, Boston, Mass.  
 Greenville Heights Advocate, Jersey City, N. J.  
 Gregg Writer, New York, N. Y.  
 Grit Grin, Perrysburg, N. Y.  
 Grocers' Magazine, Boston, Mass.  
 Gulf Marine Register, New Orleans, La.  
 Haberdasher, New York, N. Y.  
 Hallettsville, Nory Domov, Hallettsville, Texas  
 Hardware & House Furnishing Goods, Atlanta,  
     Georgia

- Hardware Age, New York, N. Y.  
 Hardware Dealers' Magazine, New York, N. Y.  
 Hardwood Record, Chicago, Ill.  
 Hardware Review, New York, N. Y.  
 Hardware Trade, St. Paul, Minn.  
 Hardware World, San Francisco, Cal.  
 Harness, New York, N. Y.  
 Harness Dealer, Des Moines, Ia.  
 Harness Gazette, Rome, N. Y.  
 Harness Herald, St. Louis, Mo.  
 Harness World, Cincinnati, Ohio  
 Hay Trade Journal, Canajoharie, N. Y.  
 Heating & Ventilating Magazine, New York.  
 Hebrew Standard, New York, N. Y.  
 Herald of the Well Country, Albuquerque,  
     New Mexico  
 Hide & Leather, Chicago, Ill.  
 Hilo O Facho, Hilo, Hawaii  
 Hispano America, San Francisco, Cal.  
 Hitchcock's Machine Tool List, Chicago, Ill.  
 Home Advocate, Philadelphia, Pa.  
 Homestead Amerikansky Russky Viestnik,  
     Homestead, Pa.  
 Horse Show Catalog, Rochester, N. Y.  
 Horse Show Prize List, Rochester, N. Y.  
 Horse World, Buffalo, N. Y.  
 Hotel Bulletin, Chicago, Ill.  
 Hotel Gazette, New York, N. Y.  
 Hotel Monthly, Chicago, Ill.  
 Hotel Review, New York, N. Y.  
 Hotel World, Chicago, Ill.  
 House Furnishing Review, New York, N. Y.  
 Household Guest, Atlanta, Ga.  
 Hub, New York, N. Y.  
 Hunter Trader Trapper, Columbus, Ohio  
 Ice & Refrigeration, Chicago, Ill.  
 Ice Cream Review, Milwaukee, Wis.  
 Ice Cream Trade Journal, New York, N. Y.  
 Illinois Red Man, Bloomington, Ill.  
 Illinois Trumpet Call, Chicago, Ill.  
 Illustrated Milliner, New York, N. Y.  
 Illustrated World, Chicago, Ill.  
 Implement Age, Springfield, Ohio  
 Implement & Tractor Trade Journal, Kansas  
     City, Mo.  
 Implement Hardware Bulletin, Abilene, Kansas  
 Importers Guide, New York, N. Y.  
 Improvement Bulletin, Minneapolis, Minn.  
 Independent Advertising, New York, N. Y.  
 India Rubber World, New York, N. Y.  
 Indicator National Journal of Insurance, Detroit,  
     Mich.  
 Industrial Arts Magazine, Milwaukee, Wis.  
 Industrial Management, New York, N. Y.  
 Industrial Record, Dallas, Tex.  
 Inland Printer, Chicago, Ill.  
 Inland Storekeeper, New York, N. Y.  
 Insurance Press, New York, N. Y.  
 Intercollegiate Statesman, Chicago, Ill.  
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     dianapolis, Ind.  
 International Confectioner, New York, N. Y.  
 International Journal of Orthodontia, St. Louis.  
 International Military Digest, New York, N. Y.  
 International Railway Journal, Philadelphia, Pa.  
 International Sheriff, St. Paul, Minn.  
 International Studio, New York, N. Y.  
 Interstate Grocer, St. Louis, Mo.  
 Iron Age, New York, N. Y.  
 Iron Trade Review, Cleveland, Ohio  
 Iron Tradesman, Atlanta, Ga.  
 Jamestown Vart Land, Jamestown, N. Y.  
 Jewelers' Circular, New York, N. Y.  
 Jewish Criterion, Pittsburgh, Pa.  
 Jewish Spectator, Memphis, Tenn.  
 Jolly Elk, St. Paul, Minn.  
 Journal of Abnormal Psychology, Boston, Mass.  
 Journal of Accountancy, New York, N. Y.  
 Journal Amer. Med. Ass'n., Chicago, Ill.  
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     neers, New York, N. Y.  
 Journal of Education, Madison, Wis.  
 Journal Laboratory & Clinical Medicine, St.  
     Louis, Mo.  
 Journal of Medical Society of New Jersey, Ar-  
     lington, N. J.  
 Journal of National Dental Association,  
     Chicago, Ill.  
 Journal of Pharmacology, Baltimore, Md.  
 Journal of Political Economy, Chicago, Ill.  
 Journal of the Society of Automotive Engineers,  
     New York, N. Y.  
 Journal of Western Society of Engineers,  
     Chicago, Ill.  
 Jovian, St. Louis, Mo.  
 Kansas City Free Mason, Kansas City, Mo.  
 Kansas Municipalities, Lawrence, Kan.  
 Kansas Pythian, Kansas City, Kan.  
 Kansas Workman, Newton, Kan.  
 Katholischer Jugendfreund, Evanston, Ill.  
 Kennel Advocate, Sierra Madre, Cal.  
 Kentucky Sunday School Reporter, Louisville.  
 Keystone Magazine of Optometry, Phila., Pa.  
 Kindergarten Primary Magazine, Manistee,  
     Michigan  
 Knights of the Golden Eagle, Philadelphia, Pa.  
 Lace & Embroidery Review, New York, N. Y.  
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 La Porte Argus Bulletin, La Porte, Ind.  
 Laundryman's Guide, Atlanta, Ga.

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 Leather Manufacturer, Boston, Mass.  
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 Life & Labor, Chicago, Ill.  
 Life Insurance Courant, Oak Park, Ill.  
 Lincoln Free Press, Lincoln, Neb.  
 Live Wires, Fargo, N. D.  
 Lodge Record, Watertown, N. Y.  
 Log Book, Bayside Yacht Club, Bayside, N. Y.  
 Log of the Circumnavigators' Club,  
     Burlington, N. J.  
 Louisiana Planter, New Orleans, La.  
 Loyal American, Chicago, Ill.  
 Lumber, St. Louis, Mo.  
 Lumber Jack, Seattle, Wash.  
 Lumberman, St. Louis, Mo.  
 Lumberman's Review, New York, N. Y.  
 Lumber Trade Journal, New Orleans, La.  
 Lumber World Review, Chicago, Ill.  
 Machinery, New York, N. Y.  
 Majority, Wheeling, W. Va.  
 Mantel Tile & Grate Monthly, Utica, N. Y.  
 Manual Training Magazine, Peoria, Ill.  
 Manufacturer, Salem, Ore.  
 Manufacturers' News, Chicago, Ill.  
 Manufacturers' Record, Baltimore, Md.  
 Manufacturing Clothier, New York, N. Y.  
 Manufacturing Jeweler, Providence, R. I.  
 Marine Engineering, New York, N. Y.  
 Marine Industrial Investment Digest, New York  
 Marine News, New York, N. Y.  
 Maryland Historical Magazine, Baltimore, Md.  
 Masonic Bulletin, Cleveland, Ohio  
 Master Mason, Kansas City, Mo.  
 Medical Herald, Kansas City, Mo.  
 Men's Wear, New York, N. Y.  
 Mercantile Adjuster, St. Louis, Mo.  
 Merchants' and Manufacturers' Journal, Balti-  
     more, Md.  
 Merchant Plumber & Fitter, New York, N. Y.  
 Merchant & Manufacturer, Nashville, Tenn.  
 Merchants' Index, Denver, Colo.  
 Merchants' Journal, Topeka, Kan.  
 Merchants' Journal & Commerce, Richmond, Va.  
 Merchants' National Drug Journal, Des Moines,  
     Iowa  
 Merchants' National Hardware Journal, Des  
     Moines, Iowa  
 Merchants' Trade Index, New Orleans, La.  
 Merchants' Trade Journal, Des Moines, Iowa  
 Mercurio, New Orleans, La.  
 Messenger, Oshkosh, Wis.  
 Metal Industry, New York, N. Y.  
 Metal Record & Electroplater, Bridgeport, Conn.  
 Metal Worker, Plumber & Steamfitter, New York  
 Meyer Brothers Druggist, St. Louis, Mo.  
 Michigan Christian Advocate, Detroit, Mich.  
 Michigan Investor, Detroit, Mich.  
 Michigan Manufacturer & Financial Record,  
     Detroit, Mich.  
 Mid-Continent Banker, St. Louis, Mo.  
 Milk Trade Journal, Waterloo, Iowa  
 Millers' Review, Philadelphia, Pa.  
 Mill Furnisher, Chicago, Ill.  
 Milliner, Chicago, Ill.  
 Milling & Grain News, St. Louis, Mo.  
 Mill News, Charlotte, N. C.  
 Mill Supplies, Chicago, Ill.  
 Milwaukee Wochenblatt, Milwaukee, Wis.  
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 Mining Age, New York, N. Y.  
 Mining & Oil Bulletin, Los Angeles, Cal.  
 Mining & Scientific Press, San Francisco, Cal.  
 Mining Congress Journal, Washington, D. C.  
 Missionary Magazine, Washington, D. C.  
 Mississippi Sunday School Herald, Jackson, Miss.  
 Mississippi Valley Lumberman, Minneapolis.  
 Mississippi Valley Medical Journal, Louisville.  
 Mixer & Server, Cincinnati, Ohio  
 Modern Building Magazine, Detroit, Mich.  
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 Monumental News, Chicago, Ill.  
 Moose Journal, Philadelphia, Pa.  
 Moravian, Nazareth, Pa.  
 Motion Picture News, New York, N. Y.  
 Motography, Chicago, Ill.  
 Motor, New York, N. Y.  
 Motor Age, Chicago, Ill.  
 Motorboat, New York, N. Y.  
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 Motor Cycle & Bicycle Illustrated, New York.  
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 Motordom, Albany, N. Y.  
 Motorist, Omaha, Neb.  
 Motor Life, New York, N. Y.  
 Motor Record, New York, N. Y.  
 Motor Truck, Pawtucket, R. I.  
 Motor World, New York, N. Y.  
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 Municipal Journal, New York, N. Y.  
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 Music Blue Book, New York, N. Y.  
 Music Trade Indicator, Chicago, Ill.  
 Music Trade Review, New York, N. Y.  
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 National American, Kansas City, Mo.  
 National Architect, Philadelphia, Pa.  
 National Baker, Philadelphia, Pa.  
 National Banker, Chicago, Ill.  
 National Bottlers' Gazette, New York, N. Y.  
 National Builder, Chicago, Ill.  
 National Cleaner & Dyer, Chicago, Ill.  
 National Drug Clerk, Chicago, Ill.  
 National Druggist, New York, N. Y.  
 National Economist, Des Moines, Iowa  
 National Engineer, Chicago, Ill.  
 National Glass Budget, Pittsburgh, Pa.  
 National Grocer, Chicago, Ill.  
 National Grocers' Bulletin, St. Paul, Minn.  
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 National Hay Press, Winchester, Ind.  
 National Jeweler, Chicago, Ill.  
 National Laundry Journal, Chicago, Ill.  
 National Lithographer, New York, N. Y.  
 National Marine, New York, N. Y.  
 National Office Journal, Chicago, Ill.  
 National Petroleum News, Cleveland, Ohio  
 National Police Journal, New York, N. Y.  
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 National Protective Legion, Waverly, N. Y.  
 National Provisioner, New York, N. Y.  
 National Real Estate Journal, Indianapolis.  
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 New Britain Przewodnik Katolicke,  
     New Britain, Conn.  
 Newburgh Register, Newburgh, Ind.  
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 New England Hardware News, Boston, Mass.  
 New England Labor Digest, Providence, R. I.  
 News from Headquarters, Independent Order of  
     Red Men, Chicago, Ill.  
 New South Baker, Atlanta, Ga.  
 Newspaperdom, New York, N. Y.  
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     N. Y. Lumber Trade Journal, New York, N. Y.  
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 Ninth Coast News, New York, N. Y.  
 North American Wine & Spirit Journal, Boston  
 Northwestern Confectioner, Milwaukee, Wis.  
 Northwestern Druggist, St. Paul, Minn.  
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 Notions & Fancy Goods, New York, N. Y.  
 Notion & Novelty Review, New York, N. Y.  
 Notion Trade Topics, New York, N. Y.  
 Northwestern Miller, Minneapolis, Minn.  
 Novelty News, Chicago, Ill.  
 Norristown Times, Norristown, Pa.  
 Nugent's Bulletin, New York, N. Y.  
 Office Appliances, Chicago, Ill.  
 Official Railway Equipment Register, New  
     York, N. Y.  
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     Algona, Iowa  
 Ohio Architect Engineer and Builder, Cleveland,  
     Ohio  
 Ohio Law Bulletin, Norwalk, Ohio  
 Oil Age, Los Angeles, Cal.  
 Oil & Gas Journal, Tulsa, Okla.  
 Oildom, New York, N. Y.  
 Oil, Paint & Drug Reporter, New York, N. Y.  
 Oil Press, Kansas City, Mo.  
 The Oil Trade Journal, New York, N. Y.  
 Oil Weekly, Houston, Tex.  
 Oklahoma Retail Merchant, Oklahoma City.  
 Oklahoma School Herald, Oklahoma City, Okla.  
 Oklahoma Sunday School Worker, Oklahoma City  
 Omaha Trade Exhibit, Omaha, Neb.  
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 Opera House Reporter, Des Moines, Iowa  
 Operative Miller, Chicago, Ill.  
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     York, N. Y.  
 Optimist, Mt. Vernon, Ohio  
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 Our Animals, San Francisco, Cal.  
 Outlook of Missions, Philadelphia, Pa.  
 Pacific Builder & Engineer, Seattle, Wash.  
 Pacific Coast Gazette, San Francisco, Cal.  
 Pacific Coast Hotel & Apartment Record, Los  
     Angeles, Cal.  
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 Pacific Coast Merchant, San Francisco, Cal.  
 Pacific Fisherman, Seattle, Wash.  
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 Pacific Printer, San Francisco, Cal.  
 Packages, Milwaukee, Wis.  
 Packer, Kansas City, Mo.  
 Paint, Chicago, Ill.  
 Paint & Varnish Record, Washington, D. C.  
 Painters' Magazine, New York, N. Y.  
 Paint, Oil & Drug Review, Chicago, Ill.  
 Paper, New York, N. Y.  
 Paper Box Maker, New York, N. Y.  
 Paper Dealer, Chicago, Ill.  
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 Paper Trade Journal, New York, N. Y.  
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 Peanut Promoter, Houston, Tex.  
 Pelham Souvenirs, Pelham, N. Y.  
 Pennsylvania Lumberman, Scranton, Pa.  
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 Philadelphia Chamber of Commerce News Bulletin, Philadelphia, Pa.  
 Philadelphia Gazette Ludowa, Philadelphia, Pa.  
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 Photo Era, Boston, Mass.  
 Photographic Journal of America, New York.  
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 Photo Play World, Philadelphia, Pa.  
 Pioneer Western Lumberman, San Francisco.  
 Plainfield Record, Plainfield, N. J.  
 Playthings, New York, N. Y.  
 Piano Journal, New York, N. Y.  
 Plumbers Trade Journal, New York, N. Y.  
 Plumbing & Heating Magazine, Phila. Pa.  
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 R. L. Polk Directory, Sioux City, Iowa.  
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 Portland Directory, Portland, Me.  
 Portland Grocers & Merchants, Portland, Ore.  
 Posselts Textile Journal, Philadelphia, Pa.  
 Poster, Chicago, Ill.  
 Potato Magazine, Minneapolis, Minn.  
 Pottery, Glass & Brass Salesman, New York.  
 Power, Montour Falls, N. Y.  
 Power Farming Dealer, St. Joseph, Mich.  
 Power Plant Engineering, Chicago, Ill.  
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 Premium Buyer, New York, N. Y.  
 Presto, Chicago, Ill.  
 Price Current, Wichita, Kan.  
 Price Current & Grain Reports, Chicago, Ill.  
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 Produce Bulletin, New York, N. Y.  
 Produce News, New York, N. Y.  
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 Progressive Merchant, Dallas, Tex.  
 Protected Home Circle Gazette, Sharon, Pa.  
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 Pullman Porters' Review, Chicago, Ill.  
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 Puritan, Pittsburgh, Pa.  
 Pythian Record, Aberdeen, Wash.  
 Railroad Herald, Atlanta, Ga.  
 Railway Age, New York, N. Y.  
 Railway Electrical Engineer, New York, N. Y.  
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 Railway Signal Engineer, New York, N. Y.  
 Railway World, Philadelphia, Pa.  
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 Real Estate Record & Builders' Guide, New York.  
 Record of Christian Work, Philadelphia, Pa.  
 Refrigeration, Atlanta, Ga.  
 Refrigerating World, New York, N. Y.  
 Reporter, Chicago, Ill.  
 Retail Baker, Brooklyn, N. Y.  
 Retail Coalman, Chicago, Ill.  
 Retail Druggist, Detroit, Mich.  
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 Rubber Age & Tire News, New York, N. Y.  
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 San Antonio Inquirer, San Antonio, Tex.  
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 Silent Partner, New York, N. Y.  
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 Soap Gazette and Perfumer, New York, N. Y.  
 Soda Dispenser, Atlanta, Ga.  
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 Sovereign Visitor, Omaha, Neb.  
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 Standard, Boston, Mass.  
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 State Federationist, New York, N. Y.  
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 Steel & Garnett, Philadelphia, Pa.  
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 Street Railway Bulletin, Boston, Mass.  
 Successful Banking, Benton Harbor, Mich.  
 Suffolk Herald, Suffolk, Va.  
 Sugar, New York, N. Y.  
 Sunnyside, New York, N. Y.  
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 Sweets, Atlanta, Ga.  
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 Tea & Coffee Trade Journal, New York, N. Y.  
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 Texas Odd Fellow, Dallas, Texas  
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 Tiffin Daily Tribune, Tiffin, Ohio  
 Timberman, Portland, Ore.  
 Tobacco Leaf, New York, N. Y.  
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 Tobacco Worker, Louisville, Ky.  
 Tobacco World, Philadelphia, Pa.  
 Toledo Ameryka Echo, Toledo, Ohio  
 Tomo, Honolulu, Hawaii  
 Toys and Novelties, Chicago, Ill.  
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 Trade Outlook, Louisville, Ky.  
 Tradesman, Omaha, Neb.  
 Traffic Bulletin, Chicago, Ill.  
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 United Presbyterian, Pittsburgh, Pa.  
 United States Supreme Court Advance Opinions, Rochester, N. Y.  
 United States Trade Reporter, Cincinnati, Ohio  
 U. S. Tobacco Journal, New York, N. Y.

- Universal Engineer, New York, N. Y.  
 Vehicle Journal, Dallas, Texas  
 Vehicle Monthly, Philadelphia, Pa.  
 Vencers, Indianapolis, Ind.  
 Vermont Medicine, Rutland, Vt.  
 Violin World, New York, N. Y.  
 Walden Stationer and Printer, New York, N. Y.  
 Walther League Messenger, Milwaukee, Wis.  
 War Cry, New York, N. Y.  
 Warm Air Heating & Sheet Metal Journal, Philadelphia, Pa.  
 Waste Trade Journal, New York, N. Y.  
 Watts Official Railway Guide, Atlanta, Ga.  
 West Coast Lumberman, Seattle, Wash.  
 Western Builder, Milwaukee, Wis.  
 Western Christian Advocate, Cincinnati, Ohio  
 Western Confectioner, Seattle, Washington.  
 Western Contractor, Kansas City, Mo.  
 Western Druggist, Chicago, Ill.  
 Western Drug Record, Kansas City, Mo.  
 Western Engineering, San Francisco, Cal.  
 Western Furniture Review, Portland, Ore.  
 Western Hotels and Travel, San Francisco, Cal.  
 Western Medical Review, Omaha, Neb.  
 Western Medical Times, Reno, Nev.  
 Western Motor, Seattle, Wash.  
 Western Motor and Garage, Seattle, Wash.  
 Western Tobacco Journal, Cincinnati, Ohio  
 Western Trade Journal, Chicago, Ill.  
 Wilton Star, Wilton, Conn.  
 Wireless Age, New York, N. Y.  
 Wisconsin Motorist, Milwaukee, Wis.  
 Women's Wear, New York, N. Y.  
 Woodman Journal, Dallas, Texas  
 Wood Turning, Milwaukee, Wis.  
 Woodworker, Indianapolis, Ind.  
 Wood Working Machinery List, Chicago, Ill.  
 Wright Directories, Milwaukee, Wis.  
 Yachting, New York, N. Y.  
 Yankton Press & Dakotan, Yankton, S. D.  
 Year Book, Camden, N. J.  
 Y. M. H. A. Bulletin, New York, N. Y.

## House Organs

- Addressographer, Addressograph Company, Chicago, Ill.  
 Alabama Monthly, Frank Cronk, Denver, Colo.  
 Alpha Aids, Alpha-Portland Cement Company, Easton, Pa.  
 Aluminum Bulletin, Aluminum Co. of America, Massena, N. Y.  
 Aluminum Cooking House Organ, Aluminum Cooking Utensil Co., New Kensington, Pa.  
 Aluminum Cooking Utensil Weekly Bulletin, Aluminum Cooking Utensil Co., New Kensington, Pa.  
 American Sugar Bulletin, American Sugar Refining Co., New York, N. Y.  
 Anderson Shoe Co. House Organ, Baltimore, Md.  
 Arrow, City Athletic Club, New York, N. Y.  
 Arrow, Pierce Arrow Motor Car Co., Buffalo, New York.  
 Atlantic Connecting Rod, Atlantic Refining Co., Philadelphia, Pa.  
 Baltimore & Ohio Employees Magazine, Baltimore, Md.  
 Birmingham, Ala., Chamber of Commerce House Organ, Birmingham, Ala.  
 Boston Blue Bulletin, Hill Clarke & Co., Inc., Boston, Mass.  
 Brownings Magazine, Browning King Co., New York, N. Y.  
 Budget, Maryland Casualty Co., Baltimore, Md.  
 Building Service, Builder's & Trader's Exchange, Grand Rapids, Mich.  
 Bulletin, Jack Wolf, San Quentin, Cal.  
 Bulletin of Illinois Federation of Women's Clubs, Chicago, Ill.  
 Bulletin of Wholesale Coal Trade Association, New York, N. Y.  
 Bulletin of Womans Club, Evanston, Ill.  
 B. V. Dealer, B. V. D. Company, New York.  
 Carter Times, Carter White Lead Co., Chicago, Ill.  
 Chameleon, The Sherwin-Williams Co., Cleveland, Ohio  
 Cherry Circle, Chicago Athletic Association, Chicago, Ill.  
 Cherry Circle, J. G. Cherry Co., Cedar Rapids, Ia.  
 Chicago Bonding & Insurance Co. House Organ, Chicago, Ill.  
 Chicago Paper Co. House Organ, Chicago, Ill.  
 Cleveland Enterprise, Chamber of Industry, Cleveland, Ohio  
 Colgate Clock, Colgate & Company, Jersey City, N. J.  
 Columbian Crew, Columbian Rope Co., Auburn, New York.  
 Commercial Journal, Marshalltown Club, Marshalltown, Ia.  
 Comstock Electrifier, L. K. Comstock Co., New York, N. Y.  
 Concrete Builder, Portland Cement Association, Chicago Ill.

- Consolidated Dental Manufacturing Co. House Organ, New York, N. Y.
- Contact, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.
- Crown, Crown Cork & Seal Co., Baltimore, Md.
- Crown Topics, Crown Cork & Seal Co., Baltimore, Md.
- Demonstration, L. C. Smith & Bros., Syracuse, New York.
- Dewey Doings, Dewey Portland Cement Co., Kansas City, Mo.
- D. C. House Organ, Diamond Crystal Salt Co., St. Clair, Mich.
- DuPont Magazine, E. I. DuPont de Nemours & Co., Wilmington, Del.
- Dutch Boy Painter, National Lead Co., New York, N. Y.
- Edison Round Table, Commonwealth Edison Co., Chicago, Ill.
- Edison Sales Builder, Edison Lamp Works of the General Electric Co., Harrison, N. J.
- Electric Bulletin, Boston Last Co., Boston, Mass.
- Express Messenger, American Railway Express Co., New York, N. Y.
- Field Notes, Northwestern Mutual Life Insurance Co., Milwaukee, Wis.
- For Instance, McClure's Magazine, New York.
- Fruit Dispatch, Fruit Dispatch Co., New York.
- Fulton Facts, Frank Cronk, Denver, Colo.
- Furrow, Deere & Co., Moline, Ill.
- Gas Defense, Gas Defense Plant, Long Island City, N. Y.
- G. E. Advertiser, General Electric Company, Schenectady, N. Y.
- Good Fixtures, W. B. McLean Manufacturing Co., Pittsburgh, Pa.
- Graphite, Joseph Dixon Crucible Co., Jersey City, N. J.
- Gray & Dudley Catalog, Gray & Dudley Co., Nashville, Tenn.
- Hackle Pin, Columbian Rope Co., Auburn, N. Y.
- Hartford Agent, Hartford Fire Insurance Co., Hartford, Conn.
- Haversticks Monthly, Frank Cronk, Denver, Colo.
- Haynes Pioneer, Haynes Automobile Co., Kokomo, Ind.
- Headlight, American Locomotive Co., New York, N. Y.
- House of Hubbell House Organs, House of Hubbell, Cleveland, Ohio.
- Hymans Guide, Frank Cronk, Denver, Colo.
- Industrial Banker, Industrial Loan & Guaranty Co., Chicago, Ill.
- In Trench & Turret, Armstrong Cork Co., Pittsburgh, Pa.
- Joplin Magazine, Frank Cronk, Denver, Colo.
- L. I. W. News, Lancaster Iron Works, Lancaster, Pa.
- Lightning, J. A. Fay & Egan Co., Cincinnati, Ohio.
- Long Island Breeze, Fulton Motor Truck Co., Farmingdale, N. Y.
- Lubrication, Texas Company, Houston, Texas.
- Magnet, Frank Cronk, Denver, Colo.
- Mohawk Tire Bulletin, Mohawk Tire & Rubber Co., Akron, Ohio.
- Moos Trade Tips, J. B. Moos Company, Cincinnati, Ohio.
- Morse Dry Dock Dial, Morse Dry Dock & Repair Co., Brooklyn, N. Y.
- Mortar, Watervliet Arsenal, Watervliet, N. Y.
- Murphy Chair Co., House Organ, Detroit, Mich.
- Naco News, National Malleable Castings Co., Cleveland, Ohio.
- National Association of Bedding Manufacturers House Organ, Chicago, Ill.
- National Dental Association House Organ, Chicago, Ill.
- National News, National Refining Co., Cleveland, Ohio.
- National Paper Products Co. House Organ, San Francisco, Cal.
- National Service Magazine, National Service Life Society, Rochester, N. Y.
- Natural Ice Bulletin, Natural Ice Association of America, New York, N. Y.
- Nebraska Manufacturer, Nebraska Manufacturers Association, Lincoln, Neb.
- Neponset Review, Bird & Son, East Walpole, Mass.
- New Era Man, New Era Manufacturing Co., New York, N. Y.
- No-Vary Vim, No-Vary Products Co., Minneapolis, Minn.
- Oldsmobile Pacemaker, Oldsmobile Co., Lansing, Mich.
- Optimist, Eli Bridge Co., Roodhouse, Ill.
- Old Patriots Herald, Stehli Silks Corporation, Lancaster, Pa.
- Pacific Coast Shipbuilding Co. House Organ, San Francisco, Cal.
- Partners, Baker-Vawter Co., Benton Harbor, Mich.
- Pen Prophet, L. E. Waterman Co., New York, N. Y.
- Pierce Arrow Salesman, Pierce Arrow Motor Car Co., Buffalo, N. Y.
- Pointers, Schuh Drug Co., Cairo, Ill.
- Protection, Maryland Casualty Co., Baltimore, Md.
- Punch, LeRoy Sargent & Co., Inc., New York, N. Y.
- Purple Ribbon, South Bend Watch Co., South Bend, Ind.



- Quality Talks, Crane & Breed Manufacturing Co., Cincinnati, Ohio.
- Repairs & New Parts, Anderson Machine & Foundry Co., Anderson, S. C.
- Rock Island Magazine, Rock Island Railroad, Chicago, Ill.
- Royal Tiger, Royal Tailors, New York, N. Y.
- Sales Book Manufacturers Association House Organ, Chicago, Ill.
- Safety Hints, Whitaker-Glessner Co., Wheeling, W. Va.
- Sales Letter, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.
- Seovill Manufacturing Co. House Organ, Waterbury, Conn.
- Searchlight, Sperry Gyroscope Co., Brooklyn, N. Y.
- S. C. Bulletin, Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.
- Seaco Way, Seamans & Cobb Co., Boston, Mass.
- Shenandoah Valley National Bank House Organ, Winchester, Va.
- Shield, Levey Printing Co., Indianapolis, Ind.
- Shur-on Chronicle, E. Kirstein Sons Company, Rochester, N. Y.
- Simonds House Organ, Simonds Manufacturing Co., Fitchburg, Mass.
- Southwest Photo, C. Weichsel Co., Dallas, Texas.
- Sperry & Hutchinson House Organ, New York.
- Standard Cog, Standard Accident Insurance Co., Detroit, Mich.
- Steel Filings, Art Metal Construction Co., Jamestown, N. Y.
- Stewart Monogram, Stewart Manufacturing Co., Waterloo, Ia.
- Tailor Talk, Marks & Brown, Chicago, Ill.
- Texaco Star, Texas Company, Houston, Texas.
- Thrift Topics, First National Bank, Farrell, Pa.
- Two Bits, Hibbard, Spencer, Bartlett & Co., Chicago, Ill.
- U. S. L., United States Light & Heat Corporation, Niagara Falls, N. Y.
- Walk-Over Shoe Prints, Walk-Over Shoe Co., Campello, Mass.
- Warners Monthly Advertising Program, Warner Brothers Co., New York, N. Y.
- Weaver Piano Co. House Organ, York, Pa.
- Western Electric News, Western Electric Co., New York, N. Y.
- Westinghouse Electric & Manufacturing Co. Stock Sheet, Pittsburgh, Pa.
- Westinghouse Electric News, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.
- Wood Construction, Ohio Association of Retail Lumber Dealers, Xenia, Ohio.
- Wright-Martin Aircraftings, Wright-Martin Aircraft Corporation, New Brunswick, N. J.

## College Papers

- Alumni News, New York University, New York, N. Y.
- Amherst Graduates Quarterly, Springfield, Mass.
- Bowdoin Orient Weekly, Bowdoin College, Brunswick, Me.
- Brown & White, Lehigh University, South Bethlehem, Pa.
- Brown Herald, Brown Univ., Providence, R. I.
- Caduceus of Kappa Sigma, Cincinnati, Ohio.
- Calvin College Chimes, Calvin College, Grand Rapids, Mich.
- The Campus, City College of New York, N. Y.
- Colby Echo, Colby College, Waterville, Me.
- Columbia Spectator, Columbia University, New York, N. Y.
- Cornell Daily Sun, Cornell University, Ithaca, N. Y.
- Cornell Widow, Cornell University, Ithaca, N. Y.
- Daily Cardinal, University of Wisconsin, Madison, Wis.
- Daily Illini, University of Illinois, Champaign, Ill.
- Daily Maroon, University of Chicago, Chicago, Ill.
- Daily Nebraskan, University of Nebraska, Lincoln, Neb.
- Daily Orange, Syracuse University, Syracuse, N. Y.
- Dartmouth Inc., Dartmouth College, Hanover, N. H.
- Delta Upsilon Quarterly, New York, N. Y.
- Gargoyle, University of Michigan, Ann Arbor, Mich.
- Georgetown College Journal, Georgetown College, Washington, D. C.
- Harvard Crimson, Harvard University, Cambridge, Mass.
- Harvard Lampoon, Harvard University, Cambridge, Mass.
- High School Life, Chicago, Ill.
- Hill School News, Hill School, Pottstown, Pa.
- Indian Leader, Haskell Institute, Lawrence, Kans.
- Indian School Journal, Indian School, Chillicothe, Okla.
- Indiana Student, University of Indiana, Bloomington, Ind.

Johns Hopkins News Letter, Johns Hopkins University, Baltimore, Md.  
 Journal of College Alumnae, Ithaca, N. Y.  
 Lawrentian, Lawrence College, Appleton, Wis.  
 Maine Campus, University of Maine, Orono, Me.  
 Mary Baldwin Miscellany, Mary Baldwin Seminary, Stanton, Va.  
 Michigan Agricultural College Record, Michigan Agricultural College, East Lansing, Mich.  
 Michigan Technic, University of Michigan, Ann Arbor, Mich.  
 Minnesota Daily, University of Minnesota, Minneapolis, Minn.  
 Mt. Holyoke Monthly, Mt. Holyoke College, So. Hadley, Mass.  
 Mt. Holyoke News, Mt. Holyoke College, So. Hadley, Mass.  
 Native American, United States Indian Training School, Phoenix, Ariz.  
 Ohio Wesleyan Transcript, Ohio Wesleyan University, Delaware, O.  
 Oracle, Henderson Brown College, Arkadelphia, Ark.  
 Orange Peel, Syracuse University, Syracuse, N. Y.  
 Pelican, University of California, Berkeley, Cal.  
 Princeton Alumni Weekly, Princeton University, Princeton, N. J.  
 Prospect, Manual Training High School, Brooklyn, N. Y.

Red and Blue, University of Pennsylvania, Philadelphia, Pa.  
 Reserve Weekly, Western Reserve University, Cleveland, Ohio  
 Silver and Gold, University of Colorado, Boulder, Colo.  
 South Dakota State College Alumnus, Brookings, S. Dak.  
 Smith Weekly, Smith College, Northampton, Mass.  
 Stanford Illustrated Review, Leland Stanford University, Stanford, Cal.  
 Student Life, Washington University, St. Louis, Mo.  
 Syracusan, Syracuse University, Syracuse, N. Y.  
 The Tech, Massachusetts Institute of Technology, Cambridge, Mass.  
 Tiger, Clemson College, Clemson, S. C.  
 University Weekly, University of Arkansas, Fayetteville, Ark.  
 Vassar Miscellany Monthly, Vassar College, Poughkeepsie, N. Y.  
 Vermont Cynic, University of Vermont, Burlington, Vt.  
 Watch Tower, Rock Island High School, Rock Island, Ill.  
 Wellesley College News, Wellesley, Mass.  
 Yale Record, Yale University, New Haven, Conn.

## Outdoor and Poster Advertising

Thomas Cusack Co., Chicago, Ill.  
 O. J. Gude Co., New York, N. Y.

Poster Advertising Association,  
 Chicago, Ill.

## Street Car Advertising

Broadway, Subway and Home Borough Advertising Co., Inc., New York, N. Y.  
 Eastern Advertising Co., Boston, Mass.

Interborough Rapid Transit Co., New York.  
 New York City Car Advertising Co., New York.  
 Public Service Corporation, Newark, N. J.







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